Kyle Lorenzano
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EDUCATION

PhD, Communication, 2014 – 2018
Washington State University, Edward R. Murrow College of Communication

M.A., Communication, 2012 – 2014
Washington State University, Edward R. Murrow College of Communication

B.S., Communication Studies, 2008 – 2012
Arizona State University, New College of Interdisciplinary Arts and Sciences

FACULTY APPOINTMENTS

University of West Georgia, School of Communication, Film & Media

Associate Professor	August 2024 – present
Digital Media & Entertainment Program Head	August 2023 – present
Assistant Professor	August 2019 – July 2024

Queens University of Charlotte, James L. Knight School of Communication

Visiting Assistant Professor	July 2018 – July 2019

OTHER ACADEMIC/PROFESSIONAL AFFILIATIONS

Washington State University Digital Media and Society Lab

Team member	October 2024 – present

REFEREED JOURNAL PUBLICATIONS

Hiemlboim, I., Borah, P., **Lorenzano, K.**, Lee, J.H., & Cao, X. (in press). If it bleeds, it doesn't lead: Sentiment, emotion and topic analysis of immigration and election on Twitter. *Journal of Broadcasting & Electronic Media.*

Borah, P., Kim, S.C., & **Lorenzano, K.** (2024). Misinformation, risk perceptions, and intention to seek information about masks: The moderating roles of gender and reflective judgement. *Health Communication.* https://doi.org/10.1080/10410236.2024.2309811

Borah, P. & **Lorenzano, K.** (2023). Who corrects misinformation online? Self-perceived media literacy and the moderating role of reflective judgement. *Online Information Review.* https://doi.org/10.1108/OIR-12-2022-0656

Borah, P., **Lorenzano, K.**, Yel, E., & Austin, E. (2023). Social cognitive theory and willingness to perform recommended health behavior: The moderating role of misperceptions. *Journal of Health Communication*, *29*(1), 49 – 60. https://doi.org/10.1080/10810730.2023.2282035

Lorenzano, K. J., Moon, S. J., & Borah, P. (2023). Partisan selective exposure and politically

polarized attitudes toward disruptive protest. *Communication and the Public*, *8*(3), 191 – 205. https://doi.org/10.1177/20570473231171460

Borah, P., **Lorenzano, K.**, Vishnevskaya, A. & Austin, E. (2022) Conservative Media Use and COVID-19 Related Behavior: The Moderating Role of Media Literacy Variables. *Int. J. Environ. Res. Public Health. 19*, 7572. https://doi.org/10.3390/ijerph19137572

Lorenzano, K.J., Sari, M., Storm, C.H., Rhodes, S., & Borah, P. (2018). Challenges for an SNS- based public sphere in 2016. *Online Information Review*, *42*(7), 1106 – 1123. https://doi.org/10.1108/OIR-12- 2017-0352

WORKING PAPERS

Borah, P., Lee, D.K.L., **Lorenzano, K.**, Cao, X. & Austin, E. (revise and resubmit). Predictors of credibility perceptions: the moderating role of political ideology.

Borah, P., Vishnevskaya, A. & **Lorenzano, K.**, Chen, B. (in progress). Political communication research: A systematic review of the trends in the last 18 years and future directions.

NON-REFEREED PUBLICATIONS

Lorenzano, K.J. (2018, November 21). "Rethinking political engagement in a digital world." *CharlotteFive*. https://www.charlottefive.com/political-engagement/

TEACHING EXPERIENCE

University of West Georgia
- COMM 1154 (Intro to Mass Communications)
- COMM 3350 (Digital Media Industries)
- COMM 3354 (Digital Social Media & Society)
- COMM 3355 (Digital Media Programming & Management)
- COMM 4456 (Digital Content Creation)
- COMM 4484 (Mass Communication Research Methods)
- COMM 4485 (Special Topics: Podcasting)
- COMM 6055 (Seminar: Community Branding & Relationships)
- COMM 6056 (Digital & Social Media Communication Storytelling)
- COMM 6058 (DSMC Analytics & Evaluation)
- COMM 6655 (DSMC Capstone)

Queens University at Charlotte
- MMS 101 (Intro to Digital Media Storytelling)
- MMS 231 (The Cinematic Arts)
- MMS 301 (Media Theory & Criticism)
- COM 320 (Communication Research Methods)
- COM 646 (Engaging Community in the Digital Age)
- COM 676 (Visual Rhetoric and the Influence of Aesthetics)

Washington State University
- COM 102 (Public Speaking in the Digital Age)
- COM 101 (Media and Society)
- COM 210/561 (Multimedia Content Creation)

REFEREED CONFERENCE PAPERS

Hiemlboim, I., Borah, P., **Lorenzano, K.**, Lee, J.H., & Cao, X. (2023). If it bleeds, it doesn't lead: Sentiment, emotion and topic analysis of immigration and election on Twitter. Association for Education in Journalism and Mass Media conference (Communication Technology Division), Washington, D.C.

Borah, P. & **Lorenzano, K.** (2023). Who corrects misinformation online? Self-perceived media literacy and the moderating role of reflective judgement. International Communication Association conference (Mass Communication division), Toronto, Canada.

Borah, P., Yel, E., **Lorenzano, K.**, & Austin, E. (2022). Social cognitive theory, misperceptions, and willingness to perform recommended COVID-19 related health behavior: A moderated-mediation model. Association for Education in Journalism and Mass Media conference (Communication Theory and Methodology Division), Detroit, MI.

Borah, P., **Lorenzano, K.**, Vishnevskaya, A. & Austin, E. (2022) Conservative Media Use and COVID-19 Related Behavior: The Moderating Role of Media Literacy Variables. Association for Education in Journalism and Mass Media conference (Communicating Science, Health, Environment, and Risk Division), Detroit, MI.

Lorenzano, K.J., Moon, S.J., & Borah, P. (2022). Partisan selective exposure and politically polarized attitudes towards disruptive protest. International Communication Association conference (Political Communication Division), Paris, France.

Borah, P., **Lorenzano, K.**, Sari, M. & Wang, Y. (2017). Being young but not reckless: A study on young adults' social media flight-or-fight to hostility during the 2016 U.S. presidential election. Association for Education in Journalism and Mass Media conference (Political Communication Interest Group), Chicago, IL.

Lorenzano, K., Storm, C., Rhodes, S., Sari, M., & Borah, P. (2017). Public Sphere and Loathing: Liking, tagging and sharing during the 2016 Presidential Election. International Communication Association (Communication and Technology Division), San Diego, CA.

Lorenzano, K. (2017). Investigating relevant predictors of news story prominence during the 2012 Presidential Election. WSU Academic Showcase, Pullman, WA.

Lorenzano, K. & Peterson, J. (2016). "Not in response to public outcry": Exploring elite discourse and dominance in Ferguson, Missouri. National Communication Association (International and Intercultural Communication Division), Philadelphia, PA.

Jeong, M., **Lorenzano, K.**, & Wang, Y. (2015). Relationship of news media consumption, political efficacy and the moderating effect of political interest in the 2012 U.S. presidential election. MAPOR, Chicago, IL.

Lorenzano, K. (2015). Protest type and community structure in grassroots portrayals of Occupy Wall Street & the Tea Party. MAPOR, Chicago, IL.

Lorenzano, K. (2015). Is the protest paradigm relevant? Nuisance in the age of Occupy and the Tea Party. Association for Education in Journalism and Mass Communication (Communication Theory & Methodology Division), San Francisco, CA.

Lorenzano, K. & Kompaniyets, L. (2015). The role of wealth in American politics & public perceptions of political efficacy. WSU Academic Showcase, Pullman, WA.

AWARDS AND SCHOLARSHIPS

2019 Literati Highly Commended Paper Award

MAPOR'S 2015 Doris Graber Student Paper Award for Best Public Opinion Paper

SERVICE

- Manuscript reviewer for *Journalism & Mass Communication Quarterly* (**January 2025**)
- Manuscript reviewer for the *International Journal of Strategic Communication* (**December 2024**)
- Manuscript reviewer for the *Journal of Information Technology & Politics* (**November 2024**)
- Serving on Dean's Review committee for SCFM (**November 2024 – present**)
- Manuscript reviewer for *Political Studies Review* (**June 2024**)
- Served on DSMC Assistant Professor search committee (**March 2024 – May 2024**)
- Serving on SCFM Diversity, Equity & Inclusion committee (**February 2024 – present**)
- Manuscript reviewer for *Mass Communication & Society* (**December 2023**)
- Paper reviewer for 2024 ICA conference (**December 2023**)
- Serving on SCFM DEI&B Task Force (**August 2023 – October 2023**)
- Serving on Dean's Executive Council as DME Program Head (**August 2023 – present**)
- Manuscript reviewer for *Communication and the Public* (**August 2023**)
- Manuscript reviewer for *Media and Communication* (**June 2023**)
- Extended abstract reviewer for 2023 AEJMC conference (**April 2023**)
- Manuscript reviewer for the *International Journal of Communication* (**January 2023**)
- Paper reviewer for 2023 ICA conference (**December 2022**)
- Served on Media Day 2023 Awards Committee (**October 2022 – March 2023**)
- Manuscript reviewer for the *International Journal of Communication* (**June 2022)**
- Served as Media Day 'I'm Here, Now What?' panel moderator (**March 2022)**
- Served on WUTV Exec. Producer Search Committee (**March 2021 – December 2022)**
- Served as Wolf Tracks faculty volunteer (**February 2022)**
- Serving as Assistant Graduate Coordinator for M.S. in Digital and Social Media Communication program (**December 2021 – present**)
- Paper reviewer for 2022 ICA conference (**November 2021**)
- Serving on SCFM Faculty Council (**October 2021 – July 2023**)
- Serving on UWG Graduate Programs Committee (**August 2021 – present**)
- Paper reviewer for 2021 ICA conference (**November 2020**)
- Manuscript reviewer for *Online Information Review* (**September 2020**)
- Manuscript reviewer for *Media and Communication* (**May 2020**)
- Served on Graduate Program Exploratory Sub-Committee (**February – July 2020)**
- Major Things panelist – Episode 5: The Social Media Thing (**October 2019**)
- Served on Faculty Council as Knight School representative (**January – May 2019**)
- Paper reviewer for 2019 ICA conference (**November 2018**)
- Paper chair, Carolinas Communication Association conference (S**eptember 2018**)
- Manuscript reviewer for *The Electronic Journal of Communication* (**August 2018**)
- Manuscript reviewer for *Mass Communication & Society* (**July 2017**)
- Paper reviewer for 2016 AEJMC conference (**April 2016**)

PROFESSIONAL EXPERIENCE

- Communications Graduate Assistant, Information Technology Services, Communication Department (**Fall 2016 – Spring 2017**)
- Web Content Management Intern, Voiland College at WSU (**Summer 2016**)