STEPHEN CORY ROBINSON

EDUCATION

Colorado State University, Fort Collins, CO, USA
PhD in Public Communication and Technology 2014
Advisor: Dr. Kirk Hallahan
Dissertation title:
Consumer intent to disclose personal information in ecommerce:
A comparison of Estonia and the United States.
Relevant coursework: Ethics, Law, and Policy; Social and Cultural
Communication Theory

Morehead State University, Morehead, KY, USA
MA in Communication 2008
Minor: Advertising

Morehead State University, Morehead, KY, USA
BA in University Studies 2006
Minor: Advertising

AWARDS

Association of Internet Researchers PhD Colloquium Participant 2013
Graduate Teaching Assistant of the Year, Colorado State University 2012 – 2013
Professional Development Grant ($1050), Colorado State University 2013
Graduate Teaching Certificate, Colorado State University 2012
Graduate Teaching Assistant of the Year Nominee, Colorado State University 2011 – 2012

TEACHING EXPERIENCE

Colorado State University, Fort Collins, CO, USA
Graduate Teaching Assistant 2011-Present

Colorado State University, Fort Collins, CO, USA
Adjunct Instructor 2012-Present

Eastern Kentucky University, Richmond, KY, USA
Adjunct Instructor 2010-2011

Asbury University, Wilmore, KY, USA
Adjunct Instructor 2010

REFEREED PUBLICATIONS

Robinson, S. Cory. Applying Rawlsian Ethics in Data Mining Marketing.
*The Journal of Media Ethics. (*Accepted for January 2015 issue*)* 2015

Robinson, S. Cory. Self-Disclosure and Managing Privacy: Implications for Interpersonal and Online Communication. *New Media and Society. (*Revised and Resubmitted*)*   2014

Robinson, S. Cory. iDisclose: Applications of Privacy Management Theory to Children, Adolescents and Emerging Adults. *Youth 2.0: Social Media and Adolescence – Connecting, Sharing and Empowering.* (Forthcoming 2014 Springer book.)   2014

REFEREED CONVENTION PARTICIPATION

Robinson, S. Cory. *The Good, the Bad, and the Ugly: Applying Rawlsian Ethics in Data Mining Marketing*
Paper presented at the EuroCPR 2014, Brussels, Belgium   2014

Robinson, S. Cory. *iDisclose: Balancing Protection and Marketing of Self-Disclosed Information Online Among Emerging Adults and Others*
Paper presented at the Youth 2.0: Connecting, Sharing, and Empowering Conference, Antwerp, Belgium   2013

Robinson, S. Cory. *Self-Disclosure and Managing Privacy: Implications for Interpersonal and Online Communication*
Paper presented at the Western States Communication Association Annual Convention, Reno, NV   2013

Hallahan, K., & Robinson, S. Cory. *On Publicity: Ivy Lee's 1924 Address to the American Association of Teachers of Journalism*
Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, Chicago, IL   2012

Rudick, K.L., Fitch, J., Robinson, S. Cory. *Podcasting: A Pilot Study of Student-Users' Views*
Paper presented at the International Conference on Communication and Mass Media, Athens, Greece   2011

Robinson, S. Cory. *Reality TV: Branding in Undercover Boss*
Panel presentation at the Midwest Pop Culture Association Annual Convention, Minneapolis, MN   2011

LECTURES, PANELS, SYMPOSIA

"Beyond the Farm Gate" project, Fort Collins, CO, USA
WordPress Web Design Training Workshop   2014
Colorado State University, JTC 413, Fort Collins, USA
"*Perceiving and Practicing Privacy in the New Digital World*"   2014
Colorado State University, JTC Department, Fort Collins, CO, USA
"*Best practices and insights for studying and completing exams*"   2014

RESEARCH INTERESTS

Main Research Interests: Online Privacy and Self-Disclosure, Online Privacy Regulation, Privacy Theory (including Communication Privacy Management theory)

Other Research Interests: Digital & Modern Pedagogy, Branding, Visual Design, Public Relations & Marketing Communications, Mobile Media Consumption, Net Neutrality, Online Identities, Hacking Activism, Internet Legislation (US and International), Digital Media Literacy

RELATED CORPORATE EXPERIENCE

Self-Employed, Lexington, KY, USA

Marketing Consultant   2001 – 2010

- Created and developed innovative media campaigns through digital and print mediums
- Constructed, facilitated, and analyzed marketing research incorporating surveys, focus groups, personal interviews, and field tests
- Initiated and/or evolved individual or corporate web presences through PHP, HTML, CSS & CMS construction and modification
- Crafted public relations campaigns and distribute press releases through media channels

Clark Material Handling Company, Lexington, KY, USA

Graphic Designer   2008 – 2009

- Researched, created, and edited dynamic media campaigns for global product introductions and product upgrades
- Consistently built brand equity through global advertising, as well as implementation of emerging media technology
- Manipulated various print and digital media to deliver consumer and corporate information
- Initiated market research and marketing plans
- Created and distributed press releases to all media contacts

University of Kentucky Human Development Institute, Lexington, KY, USA

Marketing Coordinator   2008

- Delivered media campaigns across all mediums proceeding audience targeting through consumer demographics & marketing research
- Created, enhanced, & manipulated digital and print advertising pieces
- Branding and organization identity through logo and tagline creation
- Represented organization through various trade-shows and professional conferences
- Oversaw creative process for digital and print pieces; conception to post-press
- Nurtured and identified creative concepts to further organization branding, and incorporated current and future technologies to increase branding value

Rupp Arena & Lexington Center, Lexington, KY, USA

Graphic Design Intern   2007 – 2008

- Created graphic advertisements for various Opera House performances
- Programmed and updated HTML, CSS, and PHP code on four different sites
- Manipulated graphic elements for Rupp Arena, Lexington Center, and Opera House websites
- Designed graphical slideshows for concerts, sports exhibitions, and other venues held at major event venues
- Maintained comprehensive events calendar of four heavily visited websites
- Utilized several professional level software packages, including Adobe Creative Suite 3, in order to construct, maintain, and update websites and print projects

Morehead State University, Morehead, KY, USA

Graphics Lab Assistant   2006 – 2007

- Provided technical assistance with various graphic editing and publishing software, including Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Quark Express, & Adobe Golive
- Oversaw software upgrades for Microsoft Windows and Mac OS based machines in four different labs
- Diagnosed hardware conflicts and complications; upgraded/replaced hardware when necessary
- Performed software systems analysis of each workstation to determine virus and spyware vulnerabilities

Walker Communication, Paintsville, KY, USA

Indirect Wireless Agent for AT&T Wireless   2002 – 2005

- Analyzed, explained, and recommended cellular technology and related plans to residential and corporate clients
- Performed technical diagnosis on cellular service issues
- Researched cellular technology updates for management and customers
- Presented monthly and annual sales reports to executive management team

Private Business, Paintsville, KY, USA

Webmaster & Computer Technician   2001 – 2005

- Developed and established company's online presence; maintained corporate service listings and information frequently
- Diagnosed and repaired various computer and network problems
- Created and implemented an online insurance quote system

COURSES TAUGHT

Professional and Technical Communication Writing (CSU: JTC 300)   Summer 2012, Summer 2013
Professional writing and presentation skills applied to students' major fields. Responsible for facilitating online discussion, as well as evaluation of all student assignments.

Computer Mediated Visual Communication (CSU: JTC 211) Fall 2011 – Spring 2013
Theory, techniques for using computer-related techniques for visual presentation of news, specialized, and technical information. Oversaw two sections, where students became proficient in Adobe Photoshop, Adobe Premiere, Adobe Dreamweaver, and HTML/CSS. As needed by overseeing professor, conducted solo lectures in classroom environment with 100 students.

Electronic Media Operations (EKU: BEM 425) Spring 2010 – Spring 2011
Course studied the management styles and issues that impact managing, programming and operating a radio/television facility, cable system, or media web enterprise. Responsible for selection of readings, construction of assignments and examinations, and evaluation of student performance.

Writing for Electronic Media (EKU: BEM 375) Spring 2010 – Spring 2011
Examination of the specialized forms of writing for the electronic media. Emphasized both visual and verbal planning elements as well as practical experience in writing commercial, public service, narrative, and promotional copy. Responsible for selection of readings, construction of assignments and examinations, and evaluation of student performance.

Mass Media and Society (EKU: COM 200) Fall 2010 – Spring 2011
Course analyzed mass media impact on social, political and economic sectors of American and world societies. Considered issues and trends, including ethics, legal controls, violence and censorship. Responsible for selection of readings, construction of assignments and examinations, and evaluation of student performance.

Intro Communication (Asbury University: COM 150) Spring 2010
Course surveyed the major areas of communication research, the influence of mass media, and media's prevalence, theories, impact and effects on individuals and society. Responsible for creating lectures, in-class exercises, all assignments, and evaluation.

PROFESSIONAL & ACADEMIC SERVICE

Association of Internet Researchers convention volunteer, Denver, CO	October 2013
Journalism Department Graduate Committee, Graduate Student Member, Colorado State University	2012 – 213
Endnote Software Training for Journalism graduate students, Colorado State University	2012
Information Science & Technology Day, Colorado State University	2011 – 2012
Advisory Board Member, University of Kentucky Human Development Institute	2008 – 2009

MEMBERSHIPS

Association for Education in Journalism and Mass Communication	2010-2013
Western States Communication Association	Since 2013
Association of Internet Researchers	Since 2013
International Association of Privacy Professionals	Since 2014

TECHNOLOGY/SOFTWARE EXPERTISE

Adobe Photoshop	Facebook	HTML	Endnote
Adobe Indesign	Twitter	CSS	Prezi
Adobe Illustrator	LinkedIn	Microsoft Office	SPSS
Adobe Premiere	WordPress	Mac OS	Qualtrics
Adobe Dreamweaver	Academa.edu	Windows OS	Survey Monkey

REFERENCES

Dr. Kirk Hallahan
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Dr. Patrick Plaisance
P: +1 970-491-6484
E: patrick.plaisance@colostate.edu