

SAMANTHA STANLEY  
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**AREAS OF SPECIALIZATION:** journalism, public relations, advertising, media education, media ethics, normative media theory, media literacy education

## EDUCATION

- 2021 University of Hong Kong, Doctor of Philosophy in Journalism and Media Studies (expected August)
- 2017 University of Hong Kong, Master of Journalism (with honors)
- 2007 California State Polytechnic University, Bachelor of Science in Communication, Emphasis in Public Relations

## ACADEMIC POSITIONS

- Adjunct Faculty  
**Fordham University**  
Department of Communication & Media Studies  
COMC 2166: Media Advocacy and Social Marketing  
COMC 3175: Advertising as Communication  
New York, NY  
Spring 2021
- Adjunct Faculty  
**University of Rhode Island**  
Harrington School of Communication  
COM 100: Introduction to Communication  
Kingston, RI  
Fall 2019
- Adjunct Faculty  
**Hong Kong Baptist University**  
Department of Journalism  
GDCV 1026: Critical Perspectives in International News  
COMM 7230: Writing for Multimedia Public Relations  
Kowloon Tong, HK  
Spring 2019
- Teaching Assistant  
**University of Hong Kong**  
Journalism and Media Studies Centre  
JMSC 1001: Principles of Journalism  
CCHU 9074: Beyond Fake News  
Pok Fu Lam, HK  
Fall 2017-Spring 2019

## RESEARCH & PUBLICATIONS IN PROGRESS

- Stanley, S. M.**, Ciccone, M., & Hobbs, R. Internet safety and digital citizenship education: The absence of political economy in Google curriculum. Under review, *Learning, Media and Technology*.
- Stanley, S. M.**, Spikes, M. A., Wilner, T., & Tamboer, S. The “Great Debates” of a new era: An exploration of news media literacy in the 21<sup>st</sup> century. Under review, *Annals of the International Communication Association*.
- Ciccone, M., **Stanley, S.**, & Hobbs, R. Be internet awesome? A review of Google’s internet safety and digital citizenship curriculum for youth. Manuscript in progress.
- Stanley, S.** Capturing learning in action: Using screencasting as a tool for feedback and reflection in information and news literacy education. Manuscript in progress.
- Stanley, S.** 21<sup>st</sup> Century church and state: How the integration of content marketing into journalism education shapes journalistic professionalism in the digital age. Dissertation in progress.
- Stanley, S.** Entrepreneurial education in American undergraduate journalism programs. Research in progress.

#### **OTHER PUBLICATIONS**

- Stanley, S. M.** (2020, Fall). Facilitating feedback online. *LeadTime Newsletter*.  
<https://aejmc.us/news/2020/11/15/facilitating-feedback-online/>
- Stanley, S. M.** (2020, August 22). Longmont youth-led demonstration continues call for racial justice, action. *Longmont Leader*. <https://www.longmontleader.com/local-news/longmont-youth-led-demonstration-continues-call-for-racial-justice-action-2657671>
- Spikes, M., **Stanley, S.**, Edgerly, S. & Dixon, T. (2019). *Illinois civic education project study and report* [White paper]. Stony Brook University School of Journalism.
- Kajimoto, K. & **Stanley, S.** [Eds.] (2018). Information disorder in Asia and the Pacific: Overview of misinformation ecosystem in Australia, India, Indonesia, Japan, the Philippines, Singapore, South Korea, Taiwan, and Vietnam. <http://dx.doi.org/10.2139/ssrn.3134581>
- Stanley, S.** (2017, May 16). Misinformation and hate speech in Myanmar. *First Draft News*.  
<https://firstdraftnews.org/latest/misinformation-myanmar/>

## REFEREED PRESENTATIONS

- Friesem, Y., McClanahan, L. McDonough, E. Ciccone, M., & **Stanley, S.** (2020, November). *Virtually Viral Hangouts as a survival strategy during COVID-19* [Panel presentation]. National Communication Association Conference, Online (due to COVID).
- Stanley, S.**, Ciccone, M. & Hobbs, R. (2020, November). *The future is suddenly now: Taking digital media literacy education to the next level post-Covid-19* [Roundtable presentation]. National Communication Association Conference, Online (due to COVID).
- Stanley, S.** (2020, November). *Native advertising 101: Teaching how news publishers create REAL fake news* [Conference presentation]. Northeast Regional Media Literacy Conference, Online (due to COVID).
- Stanley, S.** (2020, August). *Mobilizing culture: Using popular media to teach about race, class, and gender in the digital sphere* [Panel presentation]. Association for Education in Journalism and Mass Communication Conference, Online (due to COVID).
- Stanley, S.** (2020, October). *Native advertising 101: Teaching how news publishers create real fake news* [Panel presentation]. Critical Media Literacy Conference of the Americas, Online (due to COVID).
- Stanley, S.** (2020, June). *21<sup>st</sup> Century church and state: Research on native advertising training for professionals* [Conference presentation]. University of Hong Kong Graduate Research Symposium, Online (due to COVID).
- Stanley, S.** (2019, November). *capturing critical thinking in action: Using screencasting as a tool for student engagement and report back* [Roundtable presentation]. Northeast Regional Media Literacy Conference, Providence, RI.
- Stanley, S.**, Stoepél, M. (2019, June). *Evaluate and reflect: Unifying concepts and learning techniques in information literacy and news literacy education* [Roundtable presentation]. National Association for Media Literacy Education Conference, Washington, D.C.
- Stanley, S.** (2019, June). *Illinois civic education project study and report* [Conference presentation]. Global News Literacy Summit, Poznan, Poland.
- Stanley, S.** (2017, September). *Overcoming the dark side: Seeing through the spin of public relations in the news* [Panel presentation]. Global News Literacy Summit, Long Island, NY.
- Schwartz, N., Russell, J., & **Stanley, S.** (2013, April). *Connect the dots: Crafting the arc of powerhouse campaigns* [Conference presentation]. The Non-Profit Technology Conference, Minneapolis, MN.

## INVITED PRESENTATIONS, GUEST LECTURES, & WORKSHOPS

- Stanley, S.** (2020, October). *Native advertising and financing the news* [Guest lecturer]. Emerson College Department of Journalism, Online (due to COVID).
- Stanley, S.** (2019, October). *Native advertising and financing the news* [Guest lecturer]. Emerson College Department of Journalism, Boston, MA.
- Stanley, S.** (2019, August). *News sources say what?! A multi-literacy approach to teaching news sources* [Guest speaker]. Franklin Pierce University, Rindge, NH.
- Stanley, S.** (2019, July). *News literacy and civic engagement in Hong Kong* [Presenter]. Stony Brook University News Literacy Summer Academy, Long Island, NY.
- Stanley, S.** (2019, July). *News sources say what?! A multi-literacy approach to teaching news sources* [Workshop facilitator]. Summer Institute in Digital Literacy. Providence, RI.
- Stanley, S.** (2019, February). *Native advertising and propaganda* [Guest lecturer]. University of Rhode Island Harrington School of Communication, Online (per the course format).
- Stanley, S.** (2019, December). *News literacy bootcamp* [Workshop co-facilitator]. APAC Trusted Media Summit, Google NewsLab, Singapore.
- Stanley, S.** (2018, December). *Institute for news literacy* [Workshop assistant]. Vietnam National University, Ho Chi Minh City, Vietnam.
- Stanley, S.** (2018, August). *Online information disorder & how we can beat it with media education* [Workshop facilitator]. Summer School on Disinformation & AI Futures, Digital Hub Asia / Berkman Klein Center for Internet & Society, Jakarta, Indonesia.
- Stanley, S.** (2017, August). *Institute for news literacy* [Workshop assistant]. Vietnam National University, Ho Chi Minh City, Vietnam.

## TRAINING CERTIFICATES

- 2022 Post-Graduate Certificate in Teaching Digital Literacy (in progress), University of Rhode Island
- 2019 Thinking About the Other Side? An Introduction to Native Advertising, The School of the New York Times
- Project Management for Newsroom Leaders, Knight Center for Journalism in the Americas at The University of Texas, Austin & Moody College

## PROFESSIONAL EXPERIENCE

Digital Strategic Communication Consultant Stanley Beach Umbrella Company, Longmont, CO	April 2015-Present
Asia Pacific Digital Citizenship Project Intern University of Hong Kong, Pok Fu Lam, HK	September 2016-August 2017
Director of Engagement ForestEthics, San Francisco, CA	June 2012-April 2015
Event Coordinator Downtown Women's Center, Los Angeles, CA	January 2011-March 2012
Director of Operations Pueblo Radiology, Ventura, CA	January 2010-January 2011
Director of Development Palms Imaging Center, Oxnard, CA	June 2008-January 2010
Director of Communication dpcs Marketing, Claremont, CA	September 2007-June 2008

## SERVICE TO THE ACADEMY

- Stanley, S.** (2020, November). "How Do Journalists Teach News Media Literacy?" Moderator. Northeast Regional Media Literacy Conference. Online (due to COVID).
- Stanley, S.** (2018, November). "Fake News, New Media, and Ethics." Moderator. International Media Education Summit 2018. Kowloon Tong, Hong Kong.

## AWARDS & HONORS

- 2007 Public Relations Student of the Year, California State Polytechnic University

## MEMBERSHIPS & AFFILIATIONS

- Association for Education in Journalism and Mass Communication  
Membership Chair, Newspaper and Online News Division, 2019-Present
- Media Education Lab, University of Rhode Island, Harrington School of Communication  
DigiURI Media Club Host, 2018-Present  
Academic Writing Group Member, 2019-Present

*Journal of Media Literacy Education*  
Copyeditor, 2019-2020

#### OTHER MEMBERSHIPS

International Communication Association  
National Communication Association  
Public Relations Society of America  
National Association for Media Literacy Education  
Media Ecology Association

#### REFERENCES

Renee Hobbs, Ed.D.  
Professor  
University of Rhode Island, Harrington School of Communication  
hobbs@uri.edu

Masato Kajimoto, Ph.D.  
Associate Professor of Practice  
University of Hong Kong, Journalism and Media Studies Centre  
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First Draft News  
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