

JEFFREY E. BRAND

EDUCATION

- 1995 **Ph.D., Communication Arts and Sciences — Mass Media**
Dissertation Title: *Effects of Gender Identity, Child Development and Televised Counter-stereotyped Messages about Masculinity on Male Children's Gender Stereotypes.*
College of Communication Arts and Sciences.
Michigan State University, East Lansing, Michigan, USA.
- 1989 **M.A., Communication Studies**
Department of Communication.
University of Michigan, Ann Arbor, Michigan, USA
- 1986 **B.A., Journalism**
Department of Communications.
Grand Valley State College, Allendale, Michigan, USA.

ACADEMIC APPOINTMENTS

- 8/99 – Present **Associate Professor**
Communication and Media Studies, Bond University. *Subjects:* Communication Research; Mass Communication Theories; New Communication Technologies; Internet Advertising; Video Games as Communication. *Teaching Evaluations:* 6.3 on a 7-point scale.
- 9/94 – 8/99 **Assistant Professor**
Communication and Media Studies, Bond University. *Subjects:* Communication Research; Mass Communication Theories; New Communication Technologies. *Teaching Evaluations:* 6.4 on a 7-point scale.
- 1990 – 1994 **Research Assistant**
Department of Telecommunication, Michigan State University. Media effects research with University Distinguished Professor Bradley S. Greenberg.
- 1989 – 1993 **Graduate Teaching Assistant**
Department of Telecommunication, Michigan State University.
Subjects: Audience Research and Analysis;
Effects of Mass Communication; Television Content and Culture;
Documentary Film.
- 1988 – 1989 **Graduate Teaching Assistant**
Department of Communication, University of Michigan. *Subject:*
Public Speaking.

RELATED PROFESSIONAL EXPERIENCE

- 1991 – Present **Research Consultant** Various Clients: Measurement development, surveys, literature reviews, statistical analyses and report writing. Australian clients have included SBS TV, Australian Broadcasting Authority, Energex, McLisky Young Communications, and Dickson Communications. US clients have included Birch Radio Research.
- 1989 **Public Relations Practitioner (Internship)** General Motors Corporation, Packard Electric Division, Warren, Ohio. Writing and photography for weekly employee publication, layout design and writing for a monthly employee publication, radio interviews and community relations.

PUBLICATIONS

- Ang, I., Brand, J.E., Nobel, G. & Sternberg, J. (2006). Connecting Diversity: Paradoxes of Multicultural Australia. Sydney: Special Broadcasting Services Corporation.
- Brand, J.E., Majewski, J. and Knight, S.J. (2006). Representations of ALANA in Computer and Video Games. In Tait, A. and G. Meiss (Eds.), *Multicultural Mass Media: The Contemporary ALANA System*. Greenwood Press.
- Brand, J.E. (2005). GamePlay Australia: Australians and Computer Games. Sydney: Interactive Entertainment Association of Australia.
- Brand, J.E., Roald, S. (2004). Information and Communication Technologies. In Johnston, J. and C. Zawawi (Eds.), *Public Relations Theory and Practice (2nd Ed.)*. Crows Nest, NSW: Allen & Unwin.
- Brand, J.E., (2004, March). Learning is the Game. *Sydney's Child/Melbourne's Child/Brisbane's Child/Canberra's Child*. (Circulation: 550,000, Educators, Parents). Pp. 18-20.
- Brand, J.E. (2004, November). Pushing the Right Buttons: Why computer games are critical to the future of education. *Independent Educator*. (Circulation: 50,000 Independent Schools). Pp. 21-23.
- Brand, J.E. (2003). Don't criticize the effects of video games on kids, exploit them! On Line Opinion. 26 May. Available online: <http://www.onlinepoinion.com.au/view.asp?article=366>
- Ang, I., Brand, J. E., Noble, G. & Wilding, D. (2002). Living Diversity: Australia's Multicultural Future. Sydney: Special Broadcasting Services Corporation.
- Greenberg, B. S., Gantz, W., & Brand, J. E. (2002). Community Embeddedness and the Diffusion of Local News. In B. Dervin, S. Chaffee, & L. Foreman-Wernet (Eds.), *Communication, A Different Kind of Horse Race: Essays Honoring Richard F. Carter*. New Jersey: Hampton Press, Inc.
- Greenberg, B. S., Mastro, D. & Brand, J. E. (2002). Minorities and the Mass Media: Television into the 21st Century. In J. Bryant & D. Zillmann (Eds.), *Media Effects: Advances in Theory and Research (2nd Ed.)*. Hillsdale, NJ: Lawrence Erlbaum Associates.

- Brand, J. E. & Pearson, M.L. (2001). The Newsroom versus the Lounge Room: Journalists' and Audiences' Views on News. *Australian Journalism Review Publications (cont.)*
- Brand, J., Archbold, D. & Rane, H. (2001). *Sources of News and Current Affairs: The Audience*. Sydney: Australian Broadcasting Authority. Available online: <http://www.aba.gov.au/what/research/newssource/index.htm>
- Pearson, M. & Brand, J. (2001). *Sources of News and Current Affairs: The Industry*. Sydney: Australian Broadcasting Authority.
- Brand, J. E. (2000). New Media for Public Relations. In Johnston, J. & Zawawi, C. (Eds.), *Public Relations in Australia – An Introductory Text*, pp. 174-202. Sydney: Allen and Unwin.
- Brand, J. E. (1999). Educating Children for the Global Information Society. *Values*, Summer, 7 - 9 (Excerpt of an address by the same title).
- Brand, J. E. (1998). *Children and the Newer Media Environment: Uses, Attitudes and Knowledge*. The Centre for New Media Research and Education, School of Humanities and Social Sciences, Bond University, Queensland.
- Brand, J. E. (1996). Teaching Students to Want: TV Advertising in American Schools and Lessons for Australia. In T. Newlands and S. Frith (Eds). *Innocent Advertising?* Sydney: University of New South Wales Press.
- Brand, J. E. (1993). *Interviewing Children by Telephone for Audience Research: Report One, A Look at the Literature*. Washington, DC: National Association of Broadcasters.
- Brand, J. E. and Greenberg, B. S. (1994). Commercials in the Classroom: The Impact of Channel One Advertising. *Journal of Advertising Research* 34(1) 18-27.
- Brand, J. E. and Greenberg, Bradley S. (1993). *Interviewing Children by Telephone for Audience Research: Report Two, An Experiment*. Washington, DC: National Association of Broadcasters.
- Greenberg, B. S. and Brand, J. E. (1998) U.S. Minorities and News. In Y. R. Kamalipour and T. Carilli (Eds.), *Cultural Diversity and the U.S. Media*. New York: State University of New York Press.
- Greenberg, B. S. & Brand, J. E. (1997). Channel One: But What About the Advertising? In A. Kohn (Ed.), *Education, Inc., Turning Learning into a Business*. Illinois: IRI SkyLight, pp. 43-48.
- Greenberg, B. S. and Brand, J. E. (1997). *Young people and their orientation to the mass media: An international study (Report 21: Comparisons among Hungary, Slovenia and the Czech Republic.)* East Lansing, MI: Michigan State University, Department of Telecommunication.
- Greenberg, B. S. and Brand, J. E. (1994). Minorities and the Mass Media: 1970s to 1990s. In J. Bryant and D. Zillman (Eds.), *Media Effects: Advances in Theory and Research*. Hillsdale, NJ: Lawrence Erlbaum Associates, pp. 273-314.
- Greenberg, B. S. and Brand, J. E. (1993). Channel One: But What About the Advertising? *Educational Leadership*, 51(4), 56-58.

Greenberg, B. S. and Brand, J. E. (1993). Cultural Diversity on Saturday Morning Television. In G. L. Berry and J. K. Asamen (Eds.), *Children & Television: Images in a Changing Sociocultural World*. Newbury Park, CA: Sage, pp. 132-142.

Greenberg, B. S. and Brand, J. E. (1993). Television News and Advertising in the Schools: The Channel One Controversy. *Journal of Communication*, 43(1), 143-151.
Publications (cont.)

Greenberg, B. S., Brand, J. E. and Kósa, E. (1993). *Young people and their orientation to the mass media: An international study (Report 18: Hungary)*. East Lansing, MI: Michigan State University, Department of Telecommunication.

Greenberg, B. S., Brand, J. E. and Ule, M. (1992). *Young people and their orientation to the mass media: An international study (Report 17: Slovenia)*. East Lansing, MI: Michigan State University, Department of Telecommunication.

CONFERENCE PRESENTATIONS

Brand, J.E. & Knight, S.J. (2005). *The Narrative and Ludic Nexus in Computer Games: Diverse Worlds II*. Paper presented at the International Conference of the Digital Games Research Association, Vancouver, Canada, 16th—20th June.

Brand, J.E. (2004). Media and Minorities: Bradley S. Greenberg's Research in the Public Interest. Paper presented at the 54th Annual Conference of the International Communication Association. New Orleans, Louisiana, 27th—31st May.

Brand, J.E., Knight, S.J. and Majewski, J. (2003). *The Diverse Worlds of Computer Games: A Content Analysis of Spaces, Populations, Styles and Narratives*. Paper presented at the Level Up Digital Games Research Conference, Utrecht, The Netherlands 4th – 6th November.

Brand, J.E. (2003). *The Diverse Worlds Project: Narrative, Style, Characters and Physical World in Popular Computer and Video Games*. Keynote Address delivered at the International Ratings Conference, Sydney, 22nd September. Invited.

Brand, J.E. (2003). *Jousting over Joysticks and Other Silly Matters*. Panel paper presented at the International Ratings Conference, Sydney, 22nd September. Invited.

Brand, J.E. (2002). Grand Theft Freedom 3: Another Round in the Australian Classification Debate. Paper Presented at the Annual Australian and New Zealand Communication Conference, Coolangatta, QLD, 10th – 12th July.

Brand, J. E. (2001). *The Newsroom versus the Lounge Room: Journalists' and Audiences' Views on News*. Refereed paper presented at the 9th Annual Communications Research Forum, Canberra, ACT, 26th-27th September. Available online: <http://www.dcita.gov.au/crf/>

Brand, J. E. (2001). *Sources of News and Current Affairs: A Reply to the Chairman*. Paper presented at the Australian Broadcasting Authority Conference on Radio, Television and the New Media, Canberra Hyatt, Canberra, ACT, 3-4 May.

Brand, J. E. (1999). *Law makers may establish policy control of on-line media by converging established communication theories*. Paper presented at the 7th Annual Communications Research Forum, Old Parliament House, Canberra, ACT, 27 – 28 September.

- Brand, J. E. (1999). *Educating Children for the Global Information Society*. Paper presented at the Annual Conference of The Institute for Values Research and Young Media Australia at the New College, University of New South Wales, Sydney, 20-21 July.
- Brand, J. E., Wiley, B. M., & Bieler, M. (1999). *Convergence: Integrating Social Exchange and Uses and Gratifications Theories*. Paper presented at the 22nd Annual Conference of the Australia and New Zealand Communication Association, University of Western Sydney, 5 – 7 July.
Conference Presentations (cont.)
- Brand, J. E. (1999). *Social Exchange and Uses and Gratifications: What Theories Predict for Computer-mediated Communication between Students and Teachers*. Paper presented at the Annual EDUCAUSE International Conference, Sydney, Australia, 18 – 21 April.
- Brand, J. E. (1998). Children's World Wide Web Pages: "Cyberspaced" few and far between. Presented at the conference "Caring for Children in the Media Age. University of New South Wales, New College, Centre for Values Research, 25 March.
- Brand, J. E. (1996). *Children's views about new communication technologies: A uses and gratifications study*. Paper presented at the 19th Annual Conference of the Australia and New Zealand Communication Association held at Queensland University of Technology, Brisbane, 10 - 12 July.
- Brand, J. E. (1996). *The strength of the cultivation effect in the wake of new media use*. Paper presented at the 19th Annual Conference of the Australia New Zealand Communication Association held at Queensland University of Technology, Brisbane, 10 - 12 July.
- Brand, J. E. (1995). *Teaching Students to Want: TV Advertising in American Schools and Lessons for Australia*. Keynote address to the Innocent Advertising Conference at the New College Institute for Values Research, University of New South Wales, Sydney, September 21.
- Brand, J. E. (1993). *Teaching about advertising: Giving Students the Ad-Vantage*. Paper presented to the 21st Annual Convention of the National Institute for Consumer Education. East Lansing, MI, October 6-7.
- Brand, J. E. (1992). *Advertising Effects of Channel One*. Paper presented to the 20th Annual Convention of the National Institute for Consumer Education. Ann Arbor, MI, October 2-3.
- Brand, J. E. and Greenberg, B. S. (1994). *Interviewing Child TV Audiences by Telephone: An Experiment*. Paper presented at the 44th Annual Conference of the International Communication Association, Sydney, Australia, July 11-15.
- Brand, J. E. and Greenberg, B. S. (1992). *Effects of Television News and Advertising in the Classroom*. Paper Presented at the 42nd Annual Conference of the International Communication Association, Miami, FL, May 21-25.

AWARDS, HONORS AND GRANTS

- 2005 **Special Broadcasting Service Corporation (SBS)**. Grant of \$20,000 for the Connecting Diversity project.

- 2005 **Interactive Entertainment Association of Australia (IEAA).** Grant of \$78,000 to undertake the GamePlay Australia national study of Australians and computer games attitudes and behaviours. Completed Nov. 2005.
- 2004 **Interactive Entertainment Association of Australia (IEAA).** Grant of \$8,000 for software to undertake the Diverse Worlds Project II. Completed Mar. 2005.
- 2003 **Interactive Entertainment Association of Australia (IEAA).** Grant of \$10,000 for software to undertake the Diverse Worlds Project. Completed 2003.
- 2002 **Office of Film and Literature Classification (OFLC).** Grant of \$2,100 to create an HTML-based catalogue of classification schemes in 22 countries around the world. Completed 2002.
- 2001-2002 **Special Broadcasting Service (SBS).** Grant of \$12,500 to serve as chief methodologist on the SBS study on trends in multicultural Australia related to the SBS charter. Completed 2002.
- 2001 **Dean's Research Award.** School of Humanities and Social Sciences. One award presented annually in recognition for distinguished performance in research.
- 2001 **Bond University Student Council Award for Teaching Excellence.** One university-wide award presented in each of three semesters.
- 2001 **Australian Broadcasting Authority (ABA).** Grant of \$54,000 to conduct a national study of Australian audiences uses of and attitudes toward community television. Completed June 2001.
- 2000 **Australian Broadcasting Authority (ABA).** Grant of \$65,000 to conduct a national study of Australian audiences' uses and attitudes toward news and current affairs. Completed January 2001.
- 1999 **Dean's Teaching Award.** School of Humanities and Social Sciences. One award presented annually in recognition for distinguished performance in teaching.
- 1998 **Dean's Teaching Award.** School of Humanities and Social Sciences. One award presented annually in recognition for distinguished performance in teaching.
- 1996 **Dean's Research Award.** School of Humanities and Social Sciences. One award presented annually in recognition for distinguished performance in research.
- 1995 **Telstra Fund for Social & Policy Research in Telecommunications.** Competitive national research grant of \$10,000 to study children and new media. Completed 1996.

- 1990 – 1993 **Graduate Office Scholarships (Multiple).**
Michigan State University.
- 1992 **National Association of Broadcasters.** Competitive national research grant of \$4,000; Eight granted annually.
- 1992 **Excellence-in-Teaching Citation.** Michigan State University. Six awards granted annually to graduate student instructors for demonstration of exceptional teaching ability.
- 1989 **Recruitment Scholarship.**
Michigan State University.
- 1989 **Kappa Tau Alpha.**
National Journalism Honor Society, USA.
University of Michigan.

ACADEMIC SERVICE

- 2006-Present **Co-ordinator, Department of Communication and Media**
- 2004–Present **Chair, Bond University Human Research Ethics Committee (BUHREC)** Served one 2-year term. Serving second 2-year term.
- 2001–2004 **Bond University Human Research Ethics Committee (BUHREC)**
Faculty of Humanities and Social Sciences representative to the committee. Served two 2-year terms.
- 2002–2004 **Research Advisory Committee (RAC)**
School of Humanities and Social Sciences, Bond University. The terms of reference for this group generally are to promote and support research activity within the school.
- 01/02–Present **Academic Policies and Procedures Committee (APPC)**
Bond University. School representative. This committee is rewriting the academic policies of the university and identifying appropriate administrative procedures to give effect to the policies
- 06/01–Present **Bond University Human Research Ethics Committee (BUHREC)**
Bond University. Representative for the School of Humanities and Social Sciences to the university ethics board
- 10/00–Present **Teaching and Learning Taskforce**
Bond University.
Vice-Chancellor’s Committee on technology and culture policy for the university’s strategic directions in educational excellence.
- 2000 **Associate Dean, Academic**
School of Humanities and Social Sciences, Bond University.
Responsibilities included membership on Academic Senate, student advising on academic matters, supervision of student disciplinary matters,

- membership on the school budget committee, membership on the course coordinators group, establishing and enforcing school-level academic policy. One year appointment.
- 01/99 – 05/99 **Acting Associate Dean, Academic**
School of Humanities and Social Sciences, Bond University.
Responsibilities as above. Initiatives: (1) Established a school-level academic advisory group that meets weekly to review academic policy matters. (2) Wrote a school scholarship policy that outlined a strategic plan for scholarship distribution. The policy tightened requirements and established guidelines to aid in equitable funds distribution.
- 08/98 – 05/99 **Acting Head, Communication & Media Studies**, Bond University.
09/97 – 12/97 Responsibilities included staffing and budgeting, academic advising, reviewing admissions applications, course coordination, area marketing, and coordinating departmental meetings.
- 1998 – 1999 **Chair, Core Course Review Committee**, Bond University.
Coordinated the School-level response to changes in the Core Course Curriculum. .Devised a now successful second Communication subject, “CORE101: Public .Speaking.”
- 1998 **School Liaison Officer, Study Abroad Programs**, Bond University.
Visited North American study abroad agencies and secured an increase in study abroad students attending the university. Authored a report used to attract .continued strong study abroad business for the school.
- 1998 **Master of Interactive Media Planning Group**, Bond University.
Member of the committee leading the Communication Environment portion of curriculum planning. Authored plans for an interactive media research centre. Conducted research on e-commerce developments related to curricular and marketing plans.
- 1997 **Virtual University Committee**, Bond University.
Member of university committee designed to explore development of distance/remote education programs to compete in the virtual university marketplace.
- 1995 – 1997 **ITAG Representative**, Bond University.
Committee member of .the Information Technology Advisory Group responsible for representing .interests of the School of Humanities and Social Sciences. Co-.authored the university’s IT strategic plan.
- 1995 – 1997 **Web Officer**, School of Humanities and Social Sciences, Bond University.
Responsible for development and maintenance of Web pages in the School of Humanities and Social Sciences.
- 1995 **Multimedia Master’s Degree Curriculum Development**, School of Humanities and Social Sciences, Bond University.
Consulted with Associate Dean and wrote structure, guidelines, aims and philosophy for a planned new course in multimedia communication.

1991 – 1992 **Ph.D. Student Representative** to the Executive Committee. Michigan State University. Elected Post.

1990 – 1991 **Ph.D. Student Representative** to the Telecommunications Faculty. Michigan State University. Elected Post.

PROFESSIONAL MEMBERSHIPS

International Communication Association
International Association for Media and Communication
Research Speech Communication Association
Australia and New Zealand Communication Association

JOURNAL AND CONFERENCE REVIEWS

<i>Digital Games Research Association</i>	<i>Asia Pacific Media Educator</i>
<i>Journal of Broadcasting and Electronic Media</i>	<i>Journalism Media Educator</i>
<i>Journal of Sociology ICA,</i>	<i>Mass Communication Division</i>

DISSERTATION AND THESIS SUPERVISION (Completed)

Educational video games for the e-Mexico project (Minor Thesis). Luis Carlos Dominguez, 2002.

Social exchange theory: The key to Web advertising? (M.A. Thesis). Brett Matthew Wiley, 2001.

RedQuEEen!: A Case Study on Why Singaporean Lesbians Use the Internet and its Effects (Minor Thesis, M.A.). Charmaine V. Tan, 2001.

An Investigation into how Churches are Using Web Sites to Communicate with Constituencies (Minor Thesis, M.A.). Leah Elizabeth Rahe, 2000.

Australian Press Coverage of Islam: The Reality Made Known (Minor Thesis, M.A.). Halim Ismail Rane, 2000.

An Analysis of Australian Domestic Newspaper Coverage of Korea (M.A. Thesis), Esther Seong Hee Stockwell, 1998.

The Implications of World Wide Web for the Development of Marketing Communications in Public Relations (Minor Thesis, M.A.), Hyun-Jin (Sam) In, 1997.

Generating Reader Interest Through the Annual Report: A Content Analysis of 1995 Annual Reports in the United States, Canada and Britain, (Minor Thesis, M.A.), Greg M. Campbell, 1996.

Spinning Silk: The Australian Corporate Move onto the World Wide Web (Minor Thesis, M.A.), Jennifer Storey, 1996.