

BRADLEY EARL WIGGINS, PH.D.

Assistant Professor of Communication
University of Arkansas-Fort Smith
bradley.wiggins@uafs.edu
479.788.7298 (office)

EDUCATION

Ph.D. in Communications Media and Instructional Technology
Indiana University of Pennsylvania, 2011

M.A. in German Language and Literature and TESOL Certification
University of Pittsburgh, 2002

B.A. in History and German; Russian
University of Pittsburgh, 1999

DISSERTATION

[The Impact of Cultural Dimensions and the Coherence Principle of Multimedia Instruction on the Achievement of Different Educational Objectives within an Online Learning Environment](#)

TEACHING EXPERIENCE

University of Arkansas – Fort Smith (Fort Smith, AR)
Assistant Professor of Communication, 2011 – Present
Chair, Department of Communication, 2014 – Present

COMM 2203 Introduction to Mass Communication
COMM 2213 Media Production
COMM 3503 Digital Media
COMM 3801 Publication Staff (Lions' Chronicle) (2012 to present)
COMM 3803 Digital Games and Simulations
COMM 3903 Communication Research Methods
COMM 4203 Culture and Communication
COMM 4633 Hypertext Theories and Practice
COMM 4643 Writing for the Media
COMM 4733 Media Ethics
ENGL/FORL 4343 Teaching People of Other Cultures (summers)
SPCH 1203 Introduction to Speech Communication (online)

Indiana University of Pennsylvania (Indiana, PA)
Teaching Associate, 2010 – 2011

COMM 101 Communications Media in American Society (online)
COMM 240 Basic Audio Production

**Pennsylvania Highlands Community College (Johnstown, PA)
Adjunct Instructor in Communications & English, 2009 - 2011**

ENG 110 English Composition

COM 101 Public Speaking

COM 201 Media & Society

**Inlingua International School (Dessau, Germany)
English & German Language Instructor, 2004 -2006
Director of Studies, 2006**

**Callan School (Bielsko-Biała, Poland)
English Language Instructor, 2003 - 2004**

**University of Pittsburgh (Pittsburgh, PA)
German Teaching Assistant, 2000 - 2002**

GERM 0001 Elementary German 1

GERM 0002 Elementary German 2

GERM 0021 German for Reading Knowledge 1

GERM 0022 German for Reading Knowledge 2

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

Wiggins, B. E., & Bowers, G. B. (2014). [**Memes as genre: A structural analysis of the memescape.**](#) *New Media & Society*, 1-21.

Wiggins, B.E. (2013). [**Flexible coherence: Re-thinking e-learning design principles for linguistically and culturally diverse students.**](#) *Contemporary Educational Technology*, 4(1),30-49.

Wiggins, B.E. (2012). [**Toward a model of intercultural communication for simulations.**](#) *Simulation & Gaming*, 43(4), 550-572.

Wiggins, B.E. (2010). **Logograms on the rise: Ubiquitous computer-mediated communication.** *Ubiquitous Computing and Communication Journal*, 5(3), 1-4.

Wiggins, B.E. (2010). **An exploratory study of virtual collaboration using Facebook.** *Journal of Communications Media Studies*, 2(1), 122-135.

Leidman, M.B., & Wiggins, B.E. (2010). **Developing a paradigm for describing diversity and multiculturalism in modern America.** *Journal of Social Sciences*, 6 (1), 55-59.

Wiggins, B.E. (2009). **Framing the truth: U.S. media coverage during the War on Terror.** *Journal of Mass Communication at Francis Marion University*, 3(3), 1-17.

INVITED ARTICLES

Wiggins, B.E. (2012). **So, you want to write a dissertation? Thoughts and reflections from the other side.** *Journal of Communications Media Studies*, 4(1), 23-34.

INTERVIEWS

Wiggins, B.E. [Bradley Wiggins]. (2014, May 13). **Noam Chomsky on Russia, Internet Memes, Legacy, and Current Work.** [Video file]. Retrieved from <https://www.youtube.com/watch?v=wUvQZ3aLvLQ>

SHORT PUBLICATIONS

Wiggins, B.E. (2014, Sept. 22). **How the Russia-Ukraine crisis became a magnet for memes.** *The Conversation*. Article available at <https://theconversation.com/how-the-russia-ukraine-crisis-became-a-magnet-for-memes-31199>

Wiggins, B.E. (Accepted). **Intercultural Games and Simulations.** In Y.Y. Kim & K. McKay-Semmler (Eds). *International Encyclopedia of Intercultural Communication* (pp. forthcoming). Hoboken, NJ: Wiley-Blackwell.

PUBLISHED CONFERENCE PROCEEDINGS

Wiggins, B.E., & Simkowski, S. (2014, October). **Game-Based Learning in Higher Education.** Paper presented at the annual meeting of the e-Learn 2014 World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education, New Orleans, LA.

Simkowski, S. & Wiggins, B. (2013). **New Focus for a New Major: Digital Storytelling, Games and Simulations.** In R. McBride & M. Searson (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2013* (pp. 1730-1733). Chesapeake, VA: AACE.

Wiggins, B.E. (2012, May). **E-learning design and intercultural challenges.** In *Proceedings of International Conference on Communication, Media, Technology and Design 2012* (pp. 176-183). Istanbul, Turkey.

Wiggins, B.E. (2011, October). **The absence of language and culture in e-learning design principles.** In *Proceedings of E-Learn 2011--World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education* (pp. 474-

479). Chesapeake, VA: AACE.

http://www.editlib.org/?fuseaction=Reader.PrintAbstract&paper_id=38753

Wiggins, B.E., & Konetes, G. (2010, September). **Youth culture, social media, and phatic language: The death of the water cooler**. In Proceedings of the Laurel Highlands Communications Conference (pp. 180-184). Indiana: Indiana University of Pennsylvania.

Konetes, G., & Wiggins, B.E. (2009, September). **The effectiveness of virtual teams**. In Proceedings of the Laurel Highlands Communications Conference (pp.11-18). Indiana: Indiana University of Pennsylvania.

Wiggins, B.E. (2009, July). **Global teams and media selection**. In Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications (pp. 705-710). Chesapeake, VA: AACE. Retrieved from <http://www.editlib.org/p/31577>.

BOOK

Hardin, J. M., & Wiggins, B.E. (2014). **Writing the new landscape**. Fountainhead Press, *in progress*.

BOOK CHAPTERS

Simkowski, S., & Wiggins, B.E. (Accepted, forthcoming). **Convergence and Divergence: Accommodating Online Cross-Culture Communication Styles**. Hershey, PA: IGI Global.

Wiggins, B.E., Leidman, M.B., & McKeague, M. (2011). **Public communication campaigns in the USA**. In C. Vaih-Baur, R. Spiller, & H. Scheurer (Eds.), *PR-Kampagnen: Theorie, Praxis, Ausblicke* (pp. 229-240). Konstanz, Germany: UVK-Verlag.

BOOK REVIEWS

Wiggins, B.E. (2013). Review of the book **The Gamification of Learning and Instruction** *Journal of Communications Media Studies*, 5(1), 73-74.

PRODUCTIONS

Wiggins, B. E. (Producer, Writer, Director, and Photographer). (2009). **Johnstown: The story of a people in the valley**. [Documentary film]. Penn State Film Catalogue: Pennsylvania State University Library. TRT: 5min. 15sec.

CONFERENCE PRESENTATIONS

Hardin, J. M., & Wiggins, B. E. (2014, March). **A multidisciplinary approach to a multimodal future for composition and journalism.** Panel presentation at the 2014 Conference on College Composition and Communication (CCCC), in Indianapolis, IN.

Wiggins, B. E. (2013, November). **Video game linkages: Connecting across time and space.** Respondent on panel at the 99th National Communication Association Annual Convention, Washington, DC.

Wiggins, B.E. (2013, February). **Learning from games, learning with games.** Invited paper presented at the Center for Excellence in Teaching and Learning at the University of Arkansas – Fort Smith.

Wiggins, B.E. (2012, November). **Flexible coherence: Re-thinking e-learning design principles for linguistically and culturally diverse students.** Paper presented at the 18th International Conference on Technology Supported Learning & Training: Online Educa, Berlin, Germany.

Wiggins, B.E. (2012, May). **E-learning design and intercultural challenges.** Paper presented at the International Conference on Communication, Media, Technology and Design, Istanbul, Turkey.

Wiggins, B.E. (2012, May). **The challenge of language and culture for e-learning design.** E-poster presented at the Heartland E-learning Conference, Edmond, Oklahoma.

Wiggins, B.E. (2011, October). **The absence of language and culture in e-learning design principles.** Paper presented at E-LEARN 2011: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education, Honolulu, Hawaii.

Wiggins, B.E., & Konetes, G. (2010, September). **The impact of online social networking sites on youth and communication.** Paper presented at the meeting of the Laurel Highlands Communications Conference, Indiana, PA.

Wiggins, B.E. (2010, March). **An exploratory study of virtual collaboration using Facebook.** Paper presented at the Swiss Association of Communication and Media Research (SACM) in Lucerne, Switzerland.

Sherman, C., Schaeffer, C. E., Tucker, D., & Wiggins, B.E. (2010, February). **Utilizing games and simulations to support learning.** Paper presented at the Pennsylvania Educational Technology Expo and Conference (PETE&C) in Hershey, PA.

Wiggins, B.E. (2010, February). **A place for synthetic cultures: Toward a model of intercultural literacy for simulations.** Paper presented at the 39th meeting of the Society of Cross-Cultural Research in Albuquerque, NM.

Bazala, L., Diaz, P., Lenze, J., & Wiggins, B.E. (2009, June). **Converging demographics in virtual worlds, graduate schools, and distance education.** Paper presented at the meeting of the National Educational Computing Conference (NECC), Washington, D.C.

Wiggins, B.E. (2009, June). **Global teams and media selection.** Virtual brief paper presented at the meeting of the Association for the Advancement of Computing in Education (AACE) World Conference on Educational Multimedia, Hypermedia & Telecommunications, Honolulu, HI.

Wiggins, B.E. (2009, March). **Cultural challenges in fostering critical thinking skills in undergraduates.** Paper presented as part of a panel at the meeting of the Pennsylvania Governor's Conference on Higher Education, State College, PA.

SERVICE TO THE UNIVERSITY

PROFESSION

Peer Reviewer, African Journal of History and Culture, 2014-present

Peer Reviewer, Business and Professional Communication Quarterly, 2014-present
Published by Sage

Peer Reviewer, New Media & Society, 2013-present
Published by Sage

Peer Reviewer, Journal of Communications Media Studies, 2013-present
Published by the Department of Communications Media at the
Indiana University of Pennsylvania (Indiana, PA)

Assistant Editor, Journal of Communications Media Studies, 2009-2012
Published by the Department of Communications Media at the
Indiana University of Pennsylvania (Indiana, PA)

UNIVERSITY

Department Head, Communication
University of Arkansas – Fort Smith: July 2014 to present

Faculty Advisor, [The Lions' Chronicle](#) (online student newspaper)
University of Arkansas – Fort Smith: Fall 2012 to present

Member, Director of Institutional Effectiveness Search Committee, 2013
University of Arkansas – Fort Smith

Member, Curriculum Committee
University of Arkansas – Fort Smith: Fall 2012 to present

COLLEGE

CALO Assessment Cycle 2.0, 3.0
Department of Communication: University of Arkansas – Fort Smith: 2013-present

Member, English World Literature & Teacher Education Search Committee,
Department of English, Rhetoric, and Writing: University of Arkansas – Fort Smith:
2012

Participation, University Learning Outcomes: Ethics
Committee on the Assessment of Learning Outcomes: Fall 2011 – 2012
University of Arkansas – Fort Smith

DEPARTMENT

Strategic Communication Bachelor of Arts program development, 2014 – present
Department of Communication: University of Arkansas – Fort Smith

Member, Media Communication curriculum revision – Committee, 2012-2013
Department of Communication: (Added eight new courses and modified four existing courses): University of Arkansas – Fort Smith

Contributor, Committee for Assessment on Learning Outcomes (CALO)
Department of Communication (Media Communication BA program, 2012-2013)
University of Arkansas – Fort Smith

Member, General Education Course Revision – Committee, 2011-2012
Department of Communication: (SPCH 1203: Introduction to Speech Communication): University of Arkansas – Fort Smith

Participation, Major's Fair (*Winner of Best Table*), Fall 2011
University of Arkansas – Fort Smith

Academic Advisor, Media Communication Program, Fall 2011 to present
University of Arkansas – Fort Smith

WIUP – FM Radio Program Host, 2009-2010
Indiana University of Pennsylvania

ADMINISTRATIVE EXPERIENCE

University of Arkansas – Fort Smith

Chair (Head), Department of Communication, 2014 – present

Echo International (Pittsburgh, PA)

Manager of Language & Intercultural Training, 2006 – 2008

Inlingua International School, (Dessau, Germany)

Director of Studies: English Language Instruction, 2006

AWARDS OR SCHOLARSHIPS

Fulbright Teaching Assistantship (Germany)

English Language and American Studies Instructor

Competitiveness: Approximately 400 applications with only 140 awards

University of Pittsburgh's **David L. Lawrence Scholarship** (\$2500.00)

Summer study at the Universität Augsburg in Germany (1998)

LANGUAGE PROFICIENCY

Native: English

Near-native: German

Good to Fair speaking, writing, etc.: Russian, Polish, Spanish, French, Italian, Bulgarian

Basic or learning: Arabic, Dutch, Mandarin