

Spencer P. Greenhalgh
Curriculum Vitae

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EDUCATION

2018	PhD	Michigan State University	Educational Psychology and Educational Technology
		dissertation:	Spaces and Their Social Frontiers: Using Community Dimensions to Distinguish between Teacher-Focused Hashtags on Twitter
		committee:	Matthew J. Koehler, Christine Greenhow, Wietske Van Osch, Cary J. Roseth
2012	BA	Brigham Young University	French Teaching

ADDITIONAL QUALIFICATIONS

2016	MSU College of Arts and Letters	Digital Humanities Graduate Certificate
2016	MSU College of Comm. Arts and Sciences	Serious Games Graduate Certificate
2012-2016	Utah State Board of Education	Level 1 Professional Educator License
		Secondary Education
		French endorsement
		Political Science endorsement
2012	BYU Center for Language Studies	Professional Level French Language Certificate
		ACTFL Oral Proficiency: Superior
		ACTFL Written Proficiency: Advanced High

PROFESSIONAL APPOINTMENTS

2023-present	Associate Professor	School of Information Science, University of Kentucky
2018-present	Associate Graduate Faculty	College of Communication and Information, University of Kentucky
2018-2023	Assistant Professor	School of Information Science, University of Kentucky

AWARDS AND FELLOWSHIPS

2021	McJulien Scholar Best Paper Award	Association for Educational Communications & Technology; Culture, Learning and Technology Division
2013-2018	Dean's Scholar Award	MSU College of Education
2017-2018	Alumni Fellowship	MSU College of Education
2017	Best Paper Award	SITE International Conference
2014-2016	French Language Fellow	MSU Residential College in the Arts and Humanities
2016	Cross-Cultural Research Award	Association for Educational Communications & Technology / Korean Society for Educational Technology
2016	Digital Humanities Program Funding	MSU College of Arts and Letters
2016	Best Paper Award	SITE International Conference

SCHOLARSHIP

Refereed Journal Articles

Brody, E., **Greenhalgh**, S. P., & Sajjad, M. (advance online publication). Free speech or free to hate?: Anti-LGBTQ+ discourses in LGBTQ+-affirming spaces on Gab Social. *Journal of Homosexuality*. <https://doi.org/10.1080/00918369.2023.2218959>

Greenhalgh, S. P. (2023). The correct [domain] name of the Church: Technology, naming, and legitimacy in the Latter-day Saint tradition. *Dialogue: A Journal of Mormon Thought*, 56(1), 1-26. <https://doi.org/10.5406/15549399.56.1.01>

Greenhalgh, S. P., & Chapman, A. L. (2023). "Come for the memes, stay for defending the faith": Far-right and anti-feminist red pill influences in the #DezNat Twitter hashtag. *Journal of the Mormon Social Science Association*, 2(1), 1-34. <https://doi.org/10.54587/JMSSA.0201>

Krutka, D. G., & **Greenhalgh**, S. P. (2023). "You can tell a lot about a person by reading their bio": Lessons from inauthentic Twitter accounts' activity in #Edchat. *Journal of Research on Technology in Education*, 55(3), 369-387. <https://doi.org/10.1080/15391523.2021.1962454>

- Barriage, S., DiGiacomo, D. K., & **Greenhalgh**, S. P. (2022). Thinking beyond Library and Information Science: Interdisciplinary inspiration for children and youth services curricula. *Journal of Education for Library and Information Science*, 63(1), 1-18.
<https://doi.org/10.3138/jelis-2020-0079>
- Brody, E., **Greenhalgh**, S. P., & Sajjad, M. (2022). Gayservatives on Gab: LGBTQ+ communities and far right social media. *Social Media + Society*, October-December 2022, 1-14.
<https://doi.org/10.1177/20563051221137088>
- DiGiacomo, D. K., **Greenhalgh**, S. P., & Barriage, S. (2022). How students and principals understand ClassDojo: Emerging insights. *TechTrends*, 66(2), 172-184.
<https://doi.org/10.1007/s11528-021-00640-6>
- Shelton, C. C., Koehler, M. J., **Greenhalgh**, S. P., & Carpenter, J. P. (2022). Lifting the veil on TeachersPayTeachers.com: An investigation of educational marketplace offerings and downloads. *Learning, Media and Technology*, 47(2), 268-287.
<https://doi.org/10.1080/17439884.2021.1961148>
- Williams, D. E., & **Greenhalgh**, S. P. (2022). Pseudonymous academics: Authentic tales from the Twitter trenches. *The Internet and Higher Education*, 55(October 2022), 100870.
<https://doi.org/10.1016/j.iheduc.2022.100870>
- Aguilar, S. J., Rosenberg, J. M., **Greenhalgh**, S. P., Fütterer, T., Lishinski, A., & Fischer, C. (2021). A different experience in a different moment? Teachers' social media use before and during the COVID-19 pandemic. *AERA Open*, 7. <https://doi.org/10.1177/23328584211063898>
- Greenhalgh**, S. P. (2021). Differences between teacher-focused Twitter hashtags and implications for professional development. *Italian Journal of Educational Technology*, 29(1), 24-43.
<https://doi.org/10.17471/2499-4324/1161>
- Greenhalgh**, S. P. (2021). Influences of game design and context on learners' trying on moral identities. *The Journal of Experimental Education*, 89(3), 450-467.
<https://doi.org/10.1080/00220973.2020.1712312>
- Greenhalgh**, S. P. (2021). Mormonism as meme in government-sponsored information operations on Twitter. *Tropos: Comunicação, Sociedade E Cultura*, 10(1).
<https://periodicos.ufac.br/index.php/tropos/article/view/4472>
- Greenhalgh**, S. P., Krutka, D., & Oltmann, S. M. (2021). Gab, Parler, and (mis)educational technologies: Reconsidering informal learning on social media platforms. *Journal of Applied Instructional Design*, 10(3). <https://doi.org/10.51869/103/sgdkso>
- Greenhalgh**, S. P., Nnagboro, C., Kaufmann, R., & Gretter, S. (2021). Academic, social, and cultural learning in the French #bac2018 hashtag. *Educational Technology Research and Development*, 69(3), 1835-1851. <https://doi.org/10.1007/s11423-021-10015-6>
- Greenhalgh**, S. P., Rosenberg, J. M., & Russell, A. (2021). The influence of policy and context on teachers' social media use. *British Journal of Educational Technology*, 52(5), 2020-2037.
<https://doi.org/10.1111/bjet.13096>

- Carpenter, J. P., Staudt Willet, K. B., Koehler, M. J., & **Greenhalgh**, S. P. (2020). Spam and educators' Twitter use: Methodological challenges and considerations. *TechTrends*, 64(3), 460-469. <https://doi.org/10.1007/s11528-019-00466-3>
- Greenhalgh**, S. P., Rosenberg, J. M., Staudt Willet, K. B., Koehler, M. J., & Akcaoglu, M. (2020). Identifying multiple learning spaces within a single teacher-focused Twitter hashtag. *Computers & Education*, 148(April 2020), 103809. <https://doi.org/10.1016/j.compedu.2020.103809>
- Koehler, M. J., Shelton, C. C., Carpenter, J. P., & **Greenhalgh**, S. P. (2020). Where does all the money go? Free and paid transactions on TeachersPayTeachers.com. *Teachers College Record*, 23478. Retrieved from <https://www.tcrecord.org/Content.asp?ContentID=23478>
- Greenhalgh**, S. P., Koehler, M. J., & Boltz, L. O. (2019). The fun of its parts: Design and player reception of educational board games. *Contemporary Issues in Technology and Teacher Education*, 19(3). Retrieved from <https://www.citejournal.org/volume-19/issue-3-19/social-studies/the-fun-of-its-parts-design-and-player-reception-of-educational-board-games/>
- Greenhalgh**, S. P., Staudt Willet, B. K., & Koehler, M. J. (2019). Approaches to Mormon identity and practice in the #ldsconf Twitter hashtag. *Journal of Media and Religion*, 18(4), 122-133. <https://doi.org/10.1080/15348423.2019.1696121>
- Greenhalgh**, S. P., Staudt Willet, B. K., Rosenberg, J. M., & Koehler, M. J. (2018). Tweet, and we shall find: Using digital methods to locate participants in educational hashtags. *TechTrends*, 62(5), 501-508. <https://doi.org/10.1007/s11528-018-0313-6>
- Rosenberg, J. M., **Greenhalgh**, S. P., Wolf, L. G., & Koehler, M. J. (2017). Strategies, use, and impact of social media for supporting teacher community within professional development: The case of one urban STEM program. *Journal of Computers in Mathematics and Science Teaching*, 36(3), 255-267.
- Koehler, M. J., Arnold, B. J., **Greenhalgh**, S. P., & Boltz, L. O. (2017). A taxonomy approach to studying how gamers review games. *Simulation & Gaming*, 48(3), 363-380. <https://doi.org/10.1177/1046878117703680>
- Greenhalgh**, S. P., Koehler, M. J. (2017). 28 days later: Twitter hashtags as "just in time" teacher professional development. *TechTrends*, 61(3), 273-281. <https://doi.org/10.1007/s11528-016-0142-4>
- Koehler, M. J., **Greenhalgh**, S. P., Rosenberg, J. M., & Keenan, S. F. (2017). What the tech is going on with teachers' digital teaching portfolios? Using the TPACK framework to analyze teachers' technological understanding. *Journal of Technology and Teacher Education*, 25(1), 31-59.
- Greenhalgh**, S. P., Rosenberg, J. M., & Wolf, L. G. (2016). For all intents and purposes: Twitter as a foundational technology for teachers. *E-Learning and Digital Media*, 13(1/2), 81-98. <https://doi.org/10.1177/2042753016672131>
- Rosenberg, J. M., **Greenhalgh**, S. P., Koehler, M. J., Hamilton, E., & Akcaoglu, M., (2016). An investigation of State Educational Twitter Hashtags (SETHs) as affinity spaces. *E-Learning and Digital Media*, 13(1/2), 24-44. <https://doi.org/10.1177/2042753016672351>

Refereed Book Chapters

- Greenhalgh, S. P.** (2023). "I'm a French teacher, not a data scientist!": Culture and language across my professions. In I. C. Plough & W. Tamboura (Eds.), *Cultures and languages across the curriculum in higher education* (pp. 99-112). Routledge.
- Greenhalgh, S. P., Koehler, M. J., Rosenberg, J. M., & Staudt Willet, K. B.** (2021). Considerations for using social media data in learning design and technology research. In E. J. Romero-Hall (Ed.), *Research methods in learning design and technology* (pp. 64-77). Routledge.
- Greenhalgh, S. P. & Koehler, M. J.** (2019). "Pretty good practices" for the design of teacher portfolio courses. In M. Khosrow-Pour (Ed.), *Pre-service and in-service teacher education: Concepts, methodologies, tools, and applications* (pp. 126-151). IGI Global. [Curated reprint of previously-published material in research anthology]
- Staudt Willet, K. B., Koehler, M. J., & **Greenhalgh, S. P.** (2018). A tweet by any other frame: Three approaches to studying educator interactions on Twitter. In T. J. Bastiaens & G. Marks (Eds.), *Education and Information Technology Annual 2018: A Selection of AACE Award Papers* (pp. 67-74). Association for the Advancement of Computing in Education (AACE). [Invited reprint of conference proceedings in edited book]
- Smith, J. P., & **Greenhalgh, S. P.** (2017). The role of (real) thinking in education: Why Dewey still raises the bar on educators. In L. J. Waks & A. R. English (Eds.), *John Dewey's Democracy and Education: A centennial handbook* (pp. 99-107). Cambridge University Press.
- Staudt Willet, K. B., Koehler, M. J., & **Greenhalgh, S. P.** (2017). A tweet by any other frame: Comparing three theoretical frameworks for studying educator interactions on Twitter. In L. Liu & D. C. Gibson (Eds.), *Research highlights in technology and teacher education 2017* (pp. 63-70). Association for the Advancement of Computing in Education (AACE). [Invited reprint of conference proceedings in edited book]
- Greenhalgh, S. P., Koehler, M. J., Boltz, L. O.** (2016). What we like when we like educational games: Examining the effect of design features on player enjoyment. In L. Liu & D. C. Gibson (Eds.), *Research highlights in technology and teacher education 2016* (pp. 95-102). Association for the Advancement of Computing in Education (AACE). [Invited reprint of conference proceedings in edited book]
- Keenan, S., Rosenberg, J. M., **Greenhalgh, S. P.**, & Koehler, M. J. (2016). Examining teachers' technology use through digital portfolios. In L. Liu & D. C. Gibson (Eds.), *Research highlights in technology and teacher education 2016* (pp. 197-204). Association for the Advancement of Computing in Education (AACE). [Invited reprint of conference proceedings in edited book]
- Greenhalgh, S. P.** (2016). Affordances and constraints of analog games for ethics education: Dilemmas and dragons. In K. D. Valentine & L. J. Jensen (Eds.), *Examining the evolution of gaming and its impact on social, cultural, and political perspectives*. IGI Global
- Greenhalgh, S. P., & Koehler, M. J.** (2015). "Pretty good practices" for the design of teacher portfolio courses. In M. L. Niess & H. Gillow-Wiles (Eds.), *Handbook of research on teacher education in the digital age* (pp. 256-280). IGI Global.

Rosenberg, J. M., **Greenhalgh**, S. P., & Koehler, M. J. (2015). A performance assessment of teachers' TPACK using artifacts from digital portfolios. In L. Liu & D. C. Gibson (Eds.), *Research highlights in technology and teacher education 2015* (pp. 189-196). Association for the Advancement of Computing in Education (AACE). [Invited reprint of conference proceedings in edited book]

Edited Conference Volumes

Leary, H., **Greenhalgh**, S. P., Staudt Willet, K. B., & Cho, M.-H. (Eds.) (2022). *Theories to Influence the Future of Learning Design and Technology: 2021 AECT RTD Theory Spotlight Competition*. <https://doi.org/10.59668/308>

Refereed Conference Presentations, Panels, and Posters

Brody, E., **Greenhalgh**, S. P., & Sajjad, M. (2023, May). *Gayservatives on Gab: LGBTQ+ communities and far right social media*. Paper presented at the 2023 annual International Communication Association conference.

Brody, E., & **Greenhalgh**, S. P., & Sajjad, M. (2023, March). *Gay Gab: Queerphobia, far-right social media, and LGBTQ+ communities*. Paper presented at the 2023 annual conference of the Society for Cinema and Media Studies.

Greenhalgh, S. P., & Chapman, A. L. (2022, November). *Canceling taco Tuesday? Reactionary Mormons' struggle with the scope of religious authority*. Paper presented at the 2022 annual meeting of the Society for the Scientific Study of Religion and the Religious Research Association.

Bayeck, R. Y., **Greenhalgh**, S. P., Jensen, L. J., & Asino, T. I. (2021, November). *Context and values in educational technology research*. Panel presented at the meeting of the Association for Educational Communications and Technology International Convention.

Greenhalgh, S. P., Krutka, D. G., & Oltmann, S. (2021, November). *Gab, Parler, and reconsidering learning on social media*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention.

Greenhalgh, S. P., Di Giacomo, D., & Barriage, S. (2021, November). *ClassDojo and the conflation of educational technology platforms*. Roundtable presented at the meeting of the Association for Educational Communications and Technology International Convention.

Chapman, A. L. & **Greenhalgh**, S. P. (2021, October). *Provo Feminists, "waahmen" and Delilah's: gendered language and misogyny in the 'Deseret Nation' Twitter hashtag*. Paper presented at the 2021 annual meeting of the Society for the Scientific Study of Religion and the Religious Research Association.

Greenhalgh, S. P., & Chapman, A. L. (2021, June). *"Brigham Young did nothing wrong": The appropriation of Mormon history in the reactionary #DezNat Twitter hashtag*. Virtual poster presented at the 2021 annual meeting of the Mormon History Association.

Bayeck, R. Y., Jensen, L. J., **Greenhalgh**, S. P., Johnson, E., Murray, J., & Asino, T. I. (2020, November). *Board games and learning*. Panel presented at the meeting of the Association for Educational Communications and Technology International Convention.

- Romero-Hall, E., Arslan-Ari, I., Gentry, W., **Greenhalgh**, S. P., Jung, Y. J., ... Ari, F. (2020, November). *Let's talk about research methods: Where are we today?* Panel presented at the meeting of the Association for Educational Communications and Technology International Convention
- Valle, N., Moore, S. L., Ifenthaler, D., Ritzhaupt, A. D., & **Greenhalgh**, S. P. (2020, November). *Ethical issues in data-rich educational technology research*. Panel presented at the meeting of the Association for Educational Communications and Technology International Convention
- Agosto, D. E., Abbas, J., Salib, G., Willett, R., Wheeler, N. T., ... Subramaniam, M. (2020, October). *What do youth service librarians need? Reassessing goals and curricula in the context of changing information needs and behaviors of youth*. Panel presented at the Association for Library and Information Science Education Conference
- Greenhalgh**, S. P., & Chapman, A. L. (2020, July). *Alt-right discourses as reactionary religious rhetoric in "Mormon Twitter"*. Work-in-progress paper presented at the 11th International Conference on Social Media & Society
- Shelton, C. C., Koehler, M. J., Carpenter, J. P., & **Greenhalgh**, S. P. (2020, April). *Taking stock of TeachersPayTeachers.com: Analyzing four million classroom resources*. Paper presented at the Society for Information Technology and Teacher Education International Conference 2020
- Greenhalgh**, S. P., Huang, K., & Rosenberg, J. M. (2019, October). *Understanding gaming communities and exploring learning opportunities: A computational grounded theory approach*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Greenhalgh**, S. P., Nnagboro, C., Kaufmann, R., & Gretter, S. (2019, October). *Academic, social, and cultural learning in the #bac2018 Twitter hashtag*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Greenhalgh**, S. P., Staudt Willet, K. B., & Koehler, M. J. (2019, October). *Twitter hashtags and religious learning: Mormon identity and participatory practice in #ldsconf*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Neumann, K., Lu, Y.-H., Ding, A.-C., Moore, R., & **Greenhalgh**, S. P., (2019, October). *New faculty inspired by mentors at AECT's Early Career Symposium*. Panel presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Greenhalgh**, S. P., Koehler, M. J., & Staudt Willet, K. B. (2019, March). *Every nation, kindred, tongue and 'tweeple': International use of the #ldsconf Twitter hashtag*. Paper presented at the Decentered Mormonism: Assessing 180 Years of International Expansion conference, Bordeaux, France.
- Carpenter, J., Koehler, M., Staudt Willet, B. K., & **Greenhalgh**, S. P. (2019). Spam, spam, spam, spam: Methodological considerations and challenges for studying educators' Twitter use. In K. Graziano (Ed.), *Proceedings of Society for Information Technology and Teacher Education International Conference 2019* (pp. 2702-2711). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).

Staudt Willet, K. B., **Greenhalgh**, S. P., Rosenberg, J. M., & Koehler, M. J. (2018, October). *Won't you be my neighbor? How education stakeholders use hyperlinks to build information neighborhoods on Twitter*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Kansas City, MO.

Greenhalgh, S. P., Staudt Willet, K. B., Rosenberg, J. M., Akcaoglu, M., & Koehler, M. J. (2018, April). *Timing is everything: Comparing synchronous and asynchronous modes of Twitter for teacher professional learning*. Paper presented at the American Educational Research Association (AERA) Annual Meeting 2018. New York, NY.

Greenhow, C. M., Brandon, D. L., **Greenhalgh**, S. P., Koehler, M. J., Staudt Willet, K. B., & Li, J. (2018, April). *Tweeting toward the PhD: Exploring new scholars' practices with social media*. Paper presented at the American Educational Research Association (AERA) Annual Meeting 2018. New York, NY.

Dousay, T. A., Asino, T., Luo, T., Krutka, D. G., **Greenhalgh**, S., Rodesiler, L., & Walster, D. (2018). Social media & teacher professional development. In E. Langran & J. Borup (Eds.), *Proceedings of Society for Information Technology and Teacher Education International Conference 2018* (pp. 2251-2255). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).

Staudt Willet, K. B., Moudgalya, S., Boltz, L. O., **Greenhalgh**, S. P., & Koehler, M. J. (2018). Back to the gaming board: Understanding games and education through board game reviews. In E. Langran & J. Borup (Eds.), *Proceedings of Society for Information Technology and Teacher Education International Conference 2018* (pp. 495-503). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).

Greenhalgh, S. P., Rosenberg, J. M., & Koehler, M. J. (2017, November). *Hide and go tweet: Comparing methods for locating educational hashtag participants*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Jacksonville, FL.

Greenhalgh, S. P., Staudt Willet, K. B., Rosenberg, J. M., & Koehler, M. J. (2017, November). *No accounting for theory? The case for an affinity space approach to educational hashtag research*. Paper presented at the Association for Educational Communications and Technology International Convention, Jacksonville, FL.

Greenhalgh, S. P., Rosenberg, J. M., & Koehler, M. J. (2017, May). Combining data sets and methods to explore equity in teacher professional development. In D. G. Krutka (Chair), *Data, Big and Small*. Symposium conducted at the meeting of the American Educational Research Association, San Antonio, TX.

Greenhalgh, S. P., Rosenberg, J. M., & Koehler, M. J. (2017, March). Avoiding madness in our methods: Considerations for Twitter research in teacher education. In P. Resta & S. Smith (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2017* (pp. 1558-1561). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).

- Greenhalgh, S. P., & Koehler, M. J.** (2017, March). Tweeting in the time of terrorism: Who participates in a French hashtag-based affinity space, where, and how?. In P. Resta & S. Smith (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2017* (pp. 614-619). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Rosenberg, J. M., Akcaoglu, M., Staudt Willet, K. B., **Greenhalgh, S. P.**, & Koehler, M. J. (2017, March). A tale of two Twitters: Synchronous and asynchronous use of the same hashtag. In P. Resta & S. Smith (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2017* (pp. 283-286). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Staudt Willet, K. B., Koehler, M. J., & **Greenhalgh, S. P.** (2017, March). A tweet by any other frame: Three approaches to studying educator interactions on Twitter. In P. Resta & S. Smith (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2017* (pp. 1823-1830). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Willis, J., **Greenhalgh, S. P.**, Nadolny, L., Liu, S., Aldemir, T., Rogers, S., Trevathan, M., ... and Oliver, W. (2017, March). Exploring the rules of the game: Games in the classroom, game-based learning, gamification, and simulations. In P. Resta & S. Smith (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2017* (pp. 475-480). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Greenhalgh, S. P.** (2016, October). *Some of these games are not like the others: Educational board games, genres, and learning*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Greenhalgh, S. P., & Koehler, M. J.** (2016, October). *Teachers, Twitter, and terrorism: Combining digital research methods to study online educational conversations in France*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Nyland, R., **Greenhalgh, S. P.**, Rosenberg, J. M., Koehler, M. J., Veletsianos, G., & Kimmons, R. (2016, October). *Public data mining methods, ethics, & legalities*. Panel presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Rosenberg, J. M., **Greenhalgh, S. P.**, & Wolf, L. G. (2016, October). *Participating from near and far: Analyzing online graduate learning communities with social network analysis*. Paper presented at the meeting of the Association for Educational Communications and Technology International Convention, Las Vegas, NV.
- Greenhalgh, S. P.** (2016, April). *Exploring the effect of second language proficiency on students' completion of other game-based curricular tasks*. Paper presented at the meeting of the American Educational Research Association, Washington, D.C.

- Arnold, B., Koehler, M., & **Greenhalgh**, S. P. (2016). Design principles for creating and maintaining immersive experiences in educational games. In G. Chamblee & L. Langlub (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2016* (pp. 502-508). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Greenhalgh**, S. P., Koehler, M. J., & Boltz, L. O. (2016). What features we like when we like educational games. In G. Chamblee & L. Langlub (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2016* (pp. 554-561). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Greenhalgh**, S. P., Rosenberg, J. M., & Wolf, L. G. (2016). For every tweet there is a purpose: Twitter within (and beyond) an online graduate program. In G. Chamblee & L. Langlub (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2016* (pp. 2044-2049). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Keenan, S. F., Rosenberg, J. M., **Greenhalgh**, S. P., & Koehler, M. J. (2016). Examining teachers' technology use through digital portfolios. In G. Chamblee & L. Langlub (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2016* (pp. 1084-1091). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Koehler, M. J., **Greenhalgh**, S. P., & Boltz, L. O. (2016). Here we are, now entertain us! A comparison of educational and non-educational board games. In G. Chamblee & L. Langlub (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2016* (pp. 567-572). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Rosenberg, J. M., Koehler, M. J., Akcaoglu, M., **Greenhalgh**, S. P., & Hamilton, E. R. (2016). State Educational Twitter Hashtags: An introduction and research agenda. In G. Chamblee & L. Langlub (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2016* (pp. 355-360). Waynesville, NC: Association for the Advancement of Computing in Education (AACE).
- Greenhalgh**, S. P., Rosenberg, J. M., Keenan, S., & Koehler, M. J. (2015, November). *An investigation of the use of digital portfolios for understanding educators' technology knowledge*. Paper presented at the Association for Educational Communications and Technology International Convention, Indianapolis, IN.
- Rosenberg, J. M., Akcaoglu, M., Hamilton, E., **Greenhalgh**, S. P., & Koehler, M. J. (2015, November). *Tweeting U.S.A.: An examination of State Educational Twitter Hashtags (SETHs)*. Paper presented at the Association for Educational Communications and Technology International Convention, Indianapolis, IN.
- Boltz, L. O., Arnold, B. & **Greenhalgh**, S. (2015). Players, features, and enjoyment: Entertainment games as models for educational games. In D. Rutledge & D. Slykhuis (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2015* (pp. 822-829). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).

- Koehler, M., **Greenhalgh**, S. P., & Zellner, A. (2015). Potential applications of sentiment analysis in educational research and practice – Is SITE the friendliest conference? In D. Rutledge & D. Slykhuis (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2015* (pp. 1348-1354). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).
- Rosenberg, J., **Greenhalgh**, S. P., & Koehler, M. (2015). A performance assessment of teachers' TPACK using artifacts from digital portfolios. In D. Rutledge & D. Slykhuis (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2015* (pp. 3390-3397). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).
- Greenhalgh**, S. P., Boltz, L. O., & Koehler, M. J. (2014, October). *What's in an (educational) game? Ub3r mechanics and 1337 motifs!* Paper presented at the Meaningful Play conference, East Lansing, MI.
- Greenhalgh**, S. P., Rosenberg, J. M., Zellner, A., & Koehler, M. J. (2014). Zen and the art of portfolio maintenance: Best practices in course design for supporting long-lasting portfolios. In M. Searson & M. N. Ochoa (Eds.), *Proceedings of the Society for Information Technology & Teacher Education International Conference 2014* (pp. 1755–1761). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).
- Koehler, M. J., Rosenberg, J. M., **Greenhalgh**, S. P., Zellner, A., & Mishra, P. (2014). Can portfolio-based assessments demonstrate teachers' TPACK? In J. Voogt (Chair), *Artifacts demonstrating teachers' technology integration competencies*. Symposium conducted at the meeting of the Society for Information Technology and Teacher Education, Jacksonville, FL.

Invited Research Talks

- Greenhalgh**, S. P. (2021, April). *"The correct [domain] name of the church": Online presence, naming, and legitimacy*. Invited presentation for the 2021 Mormon Studies Conference, Claremont Graduate University, Claremont, CA.
- Greenhalgh**, S. P. (2021, February). *"I'm a French teacher, not a data scientist!"*: Culture and meaning in (my) internet research. Invited presentation for Instructional Psychology and Technology program graduate seminar, Brigham Young University, Provo, UT.
- Hartman, D. K., Kwong, J., & **Greenhalgh**, S. P. (2015, May). *The child, the curriculum, and computer games: The digital gamification of education in the U.S.* Keynote address at the 1st International Congress of the Turkic World Children's Games and Toys, Eskişehir University, Eskişehir, Turkey.
- Hartman, D. K., **Greenhalgh**, S. P., & Kwong, J. (2015, May). *The gamification of teaching and learning in U.S. schools: Concepts, practices, designs, and technologies*. Keynote address at the 14th USOS Symposium, Bartın University, Bartın, Turkey.

RESEARCH FUNDING

- 2021-2022 University of Kentucky College of Communication and Information, Speed Dating for Researchers XI (\$7,500)
Gay Gab: Alt-Right Social Media and the LGBTQ Community
 co-PIs: Evan Brody, **Spencer P. Greenhalgh**
- 2018-2021 Herman and Rasiej Math Initiative at the University of Southern California (\$8,820)
Exploring how Beginning Elementary Mathematics Teachers Seek out Resources through Social Media
 PI: Stephen Aguilar (University of Southern California); Co-PIs: Joshua Rosenberg (University of Tennessee—Knoxville), Christian Fischer (University of California—Irvine), **Spencer P. Greenhalgh**; Co-I: Michael Lawson (University of Tennessee—Knoxville)
- 2019-2020 University of Kentucky College of Communication and Information Research Activities fund (\$2,000)
Platforms, Pedagogies, and Privacy: A Study into the Landscape of Digital Platform Use in Kentucky Public Schools
 co-PIs: **Spencer P. Greenhalgh**, Daniela DiGiacomo, Sarah Barriage
- 2019-2020 Southeastern Conference Visiting Faculty Travel Grant Program, via University of Tennessee—Knoxville (\$711)
Educational Policy and Teachers' Use of Twitter
 visiting faculty: Joshua M. Rosenberg (University of Tennessee—Knoxville); hosting faculty: Annelise M. Russell (Martin School of Public Policy and Administration, University of Kentucky); co-hosts: **Spencer P. Greenhalgh**, Danielle Duffy (Martin School of Public Policy and Administration, University of Kentucky)
- 2018-2019 Claremont Graduate University Global Mormon Studies Research Grant (\$500)
Every Nation, Kindred, Tongue, and “Tweeple”: International Use of the #ldsconf and #twitterstake Twitter Hashtags
 PI: **Spencer P. Greenhalgh**

OTHER PRESENTATIONS

Webinars

- Bayeck, R., Rosario, A., Asino, T. I., **Greenhalgh**, S. P., & Salmons, J. E. (2022, March). *Understanding cultural issues in research design*, webinar for SAGE Methodspace.
<https://www.methodspace.com/blog/understanding-cultural-issues-in-research-design>
- Dean, J., Kantor, J., Gonzales, L., Kennedy, M. & **Greenhalgh**, S. P. (2019, August). *Collaborative web annotation with Hypothesis in Canvas*, webinar for The Hypothesis Project.
https://www.youtube.com/watch?v=_z5G5WYQymo
- Krutka, D., Gleason, B., Carpenter, J. P., Dousay, T. A., & **Greenhalgh**, S. P. (2018, February). *Social media in education*, webinar for the Social Media Special Interest Group of the Society of Information Technology and Teacher Education. <https://www.youtube.com/watch?v=8leW3QQ2Wqk>

Guest Lectures

- Greenhalgh, S. P.** (2023, February). *Social media research methods*, guest lecture for ICT 310: Exploring and Analyzing ICTs: Methodological Approaches, University of Kentucky.
- Greenhalgh, S. P.** (2022, October). *Social media research methods*, guest lecture for ICT 310: Exploring and Analyzing ICTs: Methodological Approaches, University of Kentucky.
- Greenhalgh, S. P.** (2022, April). *Deep assumption and data ethics in educational technology*, guest lecture for STEM 695: Studying Digital Learning Environments and Learning Analytics, University of Tennessee—Knoxville
- Greenhalgh, S. P.** (2021, April). *Social media research methods*, invited visit to Claremont Mormon Studies Student Association, Claremont Graduate University.
- Greenhalgh, S. P.** (2020, October). *Social media research methods*, guest lecture for ICT 310: Exploring and Analyzing ICTs: Methodological Approaches, University of Kentucky.
- Greenhalgh, S. P.** (2020, April). *Social media research methods*, guest lecture for ICT 310: Exploring and Analyzing ICTs: Methodological Approaches, University of Kentucky.
- Greenhalgh, S. P.** (2019, September). *Hypothesis as a social annotation tool for language education*, guest lecture for FLT 881: Teaching Foreign Language with Technology, Michigan State University.
- Greenhalgh, S. P.** (2018, November). *Social media affinity spaces and teacher professional development*, guest lecture for EDLT 534: Developing Educational Leaders Using Technology, Drexel University.
- Greenhalgh, S. P.** (2018, October). *Social media research methods*, guest lecture for ICT 310: Exploring and Analyzing ICTs: Methodological Approaches, University of Kentucky.
- Greenhalgh, S. P.** (2017, July). *Copyright, fair use, and Creative Commons*, guest lecture for Michigan State University's MAET Year 1 Summer hybrid program.
- Greenhalgh, S. P.** (2016, July). *Copyright, fair use, and Creative Commons*, guest lecture for Michigan State University's MAET Year 1 Summer hybrid program.

College and Department

- Greenhalgh, S. P.** (2022, June). *Virtual Lunch N Learn: Hypothesis*, UK College of Communication and Information.
- Martin, J., **Greenhalgh, S. P.**, Oltmann, S., Kaufmann, R., DeVito, A., ... Frisby, B. (2021, January). *Student engagement forum*, UK College of Communication and Information.
- Greenhalgh, S. P.**, Kaufmann, R., Griffin, J., Hudd, E., Taylor, N., ... Starr, B. (2020, September). *Tips and tricks for effective online learning*, CI Shapes and Supports Students Virtual Event Series, UK College of Communication and Information.
- Greenhalgh, S. P.** (2020, July). *An educational technology perspective on the flipped classroom environment*, brown bag lunch series, UK College of Communication and Information.

- Greenhalgh, S. P.** (2020, January). *Academic, social, and cultural learning in the #bac2018 Twitter hashtag*, research seminar, UK College of Communication and Information.
- Cahill, M., Scarduzio, J., Harrington, N., Dragojevic, M., Frisby, B., **Greenhalgh, S. P.**, & Jiang, M. (2019, August). *Beginning your research agenda*, faculty panel for incoming graduate students, UK College of Communication and Information.
- Greenhalgh, S. P.** (2019, February). *Internet research methods: A conceptual walkthrough*, workshop for the Instructional Communication Research Group at the University of Kentucky's School of Information Science.
- Greenhalgh, S. P.** (2017, January). *28 days later: Twitter hashtags as "just in time" teacher professional development*, talk for the Educational Psychology and Educational Technology PhD program's prospective student day at Michigan State University.
- Greenhalgh, S. P.** (2016, April). *State Educational Twitter Hashtags as affinity spaces*, brownbag talk for Michigan State University's Educational Psychology and Educational Technology PhD program.
- Greenhalgh, S. P.** (2013, April). *Best practices in course design for supporting long-lasting portfolios*, brownbag talk for Michigan State University's Educational Psychology and Educational Technology PhD program.

TEACHING AND ADVISING

Awards

2022	Alternative Textbook Grant	UK Libraries
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Alternative Textbooks

Greenhalgh, S. P. (2022). *Introduction to data science*. <https://doi.org/10.13023/is.textbook.01>

Courses Taught

2019-present	Faculty, UK School of Information Science graduate programs <ul style="list-style-type: none"> - Games, Literacy, Meaning, and Learning - Introduction to Data Science
2018-present	Faculty, UK Information and Communication Technology undergraduate program <ul style="list-style-type: none"> - Technologies for Information Services - Content Management Systems - Information Literacy and Critical Thinking
2021	Faculty, UK College of Communication and Information <ul style="list-style-type: none"> - Academic Orientation
2019	Associate Graduate Faculty, UK Communication PhD program <ul style="list-style-type: none"> - Research Problems in Communication [independent study]

- 2013-2018 Instructor, MSU Educational Technology MA program
- Educational Technology Capstone Course
 - Electronic Assessment for Teaching and Learning
 - Technology and Leadership
 - Teaching for Understanding with Technology
 - Applying Educational Technology to Issues of Practice
 - Learning in School and Other Settings
 - Approaches to Educational Research
 - Teaching Students Online
- 2017 Teaching Assistant, MSU Educational Psychology and Educational Technology PhD program
- Introduction to Qualitative Methods in Educational Research
- 2014-2016 Language Fellow, MSU Residential College in the Arts and Humanities
- French Integrated Language Option
- 2011-2012 Student Instructor, BYU Department of French and Italian
- First-Year French, Part 2

Workshops and Outreach

- Greenhalgh, S. P., Hu, A. D., Rosenberg, J. M., & Staudt Willet, K. B.** (2023, March). *ChatGPT panel discussion*, College of Education, Michigan State University.
- Greenhalgh, S. P.** (2023, March). *Planning and doing research with social media and internet data*, Communication Graduate Student Association, College of Communication and Information, University of Kentucky.
- Greenhalgh, S. P.** (2022, October). *Knowledge on tap*, Communication Graduate Student Association, College of Communication and Information, University of Kentucky.
- Staudt Willet, K. B., **Greenhalgh, S. P.**, & Rosenberg, J. M. (2020, October). *Simple collection and powerful analysis of Twitter data using R*, Association for Educational Communications and Technology.
- Staudt Willet, K. B., **Greenhalgh, S. P.**, & Rosenberg, J. M. (2019, October). *Online data and open source tools: Analyzing educational internet data using R*, Association for Educational Communications and Technology, Las Vegas, NV.
- Greenhalgh, S. P.** (2016, November). *A brief introduction to topic modeling*, Michigan State University Digital Humanities.
- Greenhalgh, S. P.** (2016, March). *Making your own educational games with Twine*, Michigan Association for Computer Users in Learning conference, Grand Rapids, MI.
- Greenhalgh, S. P.** (2016, February). *Practicing teaching using games*, workshop for visiting Indonesian teacher educators at Michigan State University.
- Greenhalgh, S. P.** (2015, October). *Gaming in the classroom*, professional development session at Ruth Fox Elementary School

Greenhalgh, S. P., Rosenberg, J. M., & Mehta, R. (2015, May). *Online presence for graduate students: An introduction*. BHEARD Scholar Conference, East Lansing, MI.

Mentoring and Advising

- 2020-present dissertation committee member, University of Kentucky
 - Julie Pfeiffer (2023-present)
 Education Sciences PhD program
 - Jane Walsh (2021-present)
 Educational Leadership PhD program
 - Megan Reynolds (2020-present)
 Curriculum and Instruction PhD program
- 2020-present MSICT student advisor
- 2019-present supervisor, ICT undergraduate interns
- 2020-2022 independent study advisor, ICT master's program, University of Kentucky
 - Josephine Leow (content management, 2022)
 - Steve Sommer (data analytics, 2020)
- 2021 outside examiner for dissertation defense, University of Kentucky
 - Nicholas Davis
 Educational Leadership EdD program
- 2021 supervisor, University of Kentucky Honors Capstone Project
 - Meagan Wilkins
- 2019 supervisor, Honors Course Conversions
 - Meagan Wilkins (ICT 302)
- 2019 external thesis reviewer, Higher Education Administration and Leadership MA
 program, Royal Roads University
 - Bradley Congram (thesis coordinator George Veletsianos)
- 2019 directed research advisor, Communication and Information PhD program,
 University of Kentucky
 - Cynthia Nnagboro
- 2016-2018 member of three research practicum committees, Educational Psychology and
 Educational Technology PhD program, Michigan State University

MEDIA APPEARANCES AND COVERAGE

- Stack, P. F. (2023, July 30). Why dismissing all #DezNat users as overzealous, over-the-line Latter-day Saints may be wrong *The Salt Lake Tribune*.
<https://www.sltrib.com/religion/2023/07/30/why-dismissing-all-deznat-users/>
- Petrey, T. G. (Host). (2023, June 15). The true domain name of the church: A conversation with Spencer P. Greenhalgh [Audio podcast episode]. In *Dialogue Out Loud*. Dialogue.
<https://www.dialoguejournal.com/podcasts/the-true-domain-name-of-the-church-a-conversation-with-spencer-p-greenhalgh/>.
- Stack, P. F. & Noyce, D. (2023, April 19). 'Mormon Land': Wrangling over 'thechurchofjesuschrist.org' — who owns the name?. *The Salt Lake Tribune*.
<https://www.sltrib.com/religion/2023/04/19/mormon-land-churchs-internet/>

- Stack, P. F. (2023, April 16). How the LDS Church worked and worked — and paid and paid — to get its name 'right' on the internet. *The Salt Lake Tribune*.
<https://www.sltrib.com/religion/2023/04/16/how-lds-church-worked-worked-paid/>
- Klein, A. (2023, January 18). Is the Gas app safe? Here's what you need to know. *EducationWeek*.
<https://www.edweek.org/technology/is-the-gas-app-safe-heres-what-you-need-to-know/2023/01>
- Prothero, A. (2023, January 9). Seattle district sues social media companies over students' mental health. *EducationWeek*. <https://www.edweek.org/leadership/seattle-district-sues-social-media-companies-over-students-mental-health/2023/01>
- Klein, A. (2022, December 1). 'Gas' is the latest app to catch fire with kids. What you need to know about it. *EducationWeek*. <https://www.edweek.org/technology/gas-is-the-latest-app-to-catch-fire-with-kids-what-you-need-to-know-about-it/2022/12>
- Johnson, S. (2022, May 22). UK information communication professor: Limits to social media free speech is tricky. *WEKU*. <https://www.weku.org/interviews/2022-05-22/uk-information-communication-professor-limits-to-social-media-free-speech-is-tricky>
- Stack, P. F. (2022, May 15). TikTok or tracting? LDS missionaries are singing, dancing and preaching online, but do these videos work? *The Salt Lake Tribune*.
<https://www.sltrib.com/religion/2022/05/15/tiktok-or-tracting-lds/>
- Stack, P. F. (2021, July 21). Assistant Alaskan A.G. under investigation for allegedly posting bigoted #DezNat tweets. *The Salt Lake Tribune*.
<https://www.sltrib.com/religion/2021/07/21/assistant-alaskan-ag/>
- Stack, P. F. (2021, June 18). Some #DezNat troops, fearful of being publicly outed, are retreating from digital LDS war. *The Salt Lake Tribune*. <https://www.sltrib.com/religion/2021/06/18/some-deznat-troops/>
- Stack, P. F. (2021, January 31). Unholy war: Is #DezNat an online platform for defending the LDS Church or a launching pad for extremists? *The Salt Lake Tribune*. Retrieved from
<https://www.sltrib.com/religion/2021/01/31/unholy-war-deznat-troops/>

SERVICE TO INSTITUTION

University of Kentucky

2020	CELT-designated peer reviewer for Summer 2020 online learning transition due to COVID-19
2020	CELT-designated helper for College of Engineering's online learning transition due to COVID-19
2019	French language and culture consultant for University of Kentucky Institutional Review Board

College of Communication and Information, University of Kentucky

2021	instructor for College section of UK 101: Academic Orientation
2019-2020	member of Mission and Values Task Force, College Strategic Planning Council

School of Information Science, University of Kentucky

2022-present	member of SIS Director Search Committee
2020-present	member of SIS Curriculum Committee
2020-present	member of ICT Curriculum Committee
2020-present	member of ICT Planning Committee
2019-present	member of ICT Program Exam Committee
2021-2022	member of ad-hoc Mission and Vision Committee
2019-2020	member of ICT Program Admissions Committee
2018-2020	member of ad-hoc ICT Program periodic review committee

SERVICE TO PROFESSION

Association for Educational Communications and Technology

2022-present	Featured Research Coordinator, Research and Theory Division
2018-present	Reviewer, <i>TechTrends</i> [AECT-affiliated journal]
2018-present	Reviewer, AECT International Convention
2021-2022	Secretary, Research and Theory Division
2021-2022	member of Theory Spotlight Competition committee for 2022 Convention
2020-2021	Board Member at Large, Research and Theory Division
2020-2021	member of Theory Spotlight Competition committee for 2021 Convention

Global Mormon Studies Network

2019-present	Webmaster, Global Mormon Studies network
2022-2023	member, GMS 2023 Conference Committee
2020-2023	member, Steering Committee, Global Mormon Studies network

Mormon Social Science Association

2023-present	Secretary
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Society for Information Technology and Teacher Education

2016-2017	Co-chair, Games and Simulations special interest group
2016-2017	Reviewer, SITE International Conference

American Educational Research Association

2015-2016	Communications Deputy, Division C: Learning & Instruction
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Other

2023	ad-hoc reviewer, <i>Professional Development in Education</i>
2023	ad-hoc reviewer, <i>Globalisation, Societies and Education</i>
2023	ad-hoc reviewer, <i>Hawaii International Conference on System Sciences</i>
2023	ad-hoc reviewer, <i>Open Education Studies</i>
2022-2023	ad-hoc reviewer, <i>Social Media & Society</i>
2016-2023	ad-hoc reviewer, <i>E-Learning and Digital Media</i>
2021-2022	ad-hoc reviewer, <i>The Internet and Higher Education</i>
2021-2022	ad-hoc reviewer, <i>Computers & Education</i>
2022	ad-hoc reviewer, <i>British Journal of Educational Technology</i>
2021	ad-hoc reviewer, <i>A Third Library is Possible</i> , Council on Library & Information Resources Postdoctoral Fellowship Program
2021	reviewer for edited book: <i>50 Years of Education Research Trends</i>
2021	ad-hoc reviewer, <i>Journal of Applied Instructional Design</i>
2021	ad-hoc reviewer, <i>Journal of Education for Teaching</i>
2021	ad-hoc reviewer, <i>Information and Learning Sciences</i>
2021	ad-hoc reviewer, <i>Teaching and Teacher Education</i>
2020	ad-hoc reviewer, <i>AERA Open</i> , Special Topic: Educational Data Science
2020	ad-hoc reviewer, <i>Journal on Computing and Cultural Heritage</i>
2019	reviewer for edited book: <i>Research Methods in Learning Design and Technology</i>
2019	ad-hoc reviewer, <i>Journal of Educational Computing Research</i>
2018	reviewer, Association of Internet Researchers Conference
2015	reviewer for edited book: <i>Examining the Evolution of Gaming</i>

SERVICE TO COMMUNITY

2022	copyright consultant for Kentucky Student Technology Leadership Program State Championship
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ADDITIONAL TRAINING

2021	University of Kentucky Office for Student Success	Integrated Success Coach Advocate Training
2018	Association for Educational Communications and Technology	Early Career Research Symposium
2018	University of Kentucky	Unconscious Bias Training
2016	Humanities Intensive Teaching and Learning	Text Analysis: From Object to Interpretation

PROFESSIONAL AFFILIATIONS

Association for Educational Communications and Technology

Global Mormon Studies network

Mormon Social Science Association