

James G. Webster
Curriculum Vitae
2014

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Evanston, Illinois
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School of Communication
2240 Campus Drive
Northwestern University
Evanston, Illinois 60208

EDUCATION

- Ph.D. Indiana University (Bloomington), 1980. Mass Communication
- M.A. Indiana University (Bloomington), 1977. Telecommunications
- B.A. Trinity College (Hartford), 1973. Psychology

PROFESSIONAL EXPERIENCE

- 1993 to present *Professor:* Dept. of Communication Studies, Northwestern University.
Responsibilities: teaching graduate and undergraduate courses in audience studies and media industries.
- 2001 to 2005 *Senior Associate Dean:* School of Communication, Northwestern University.
Responsibilities: Supervision of research & graduate education, oversight of facilities, technology, and strategic planning.
- 1990 to 2001 *Associate Dean:* School of Speech, Northwestern University.
Responsibilities: Long-term budget planning, liaison with Graduate and Medical Schools.
- 1986 to 1993 *Associate Professor:* Depts. of Radio/TV/Film & Communication Studies, Northwestern University.
Responsibilities: teaching graduate and undergraduate courses in media theory, audience research, telecommunications policy.
- 1988 to 1990 *Director:* Telecommunications, Science, Management, & Policy, Northwestern University.
Responsibilities: administering interdisciplinary master's program, fund-raising for research & graduate education in telecommunications.
- 1983 to 1986 *Assistant Professor:* Dept. of Communication Arts & Theatre, University of Maryland.
Responsibilities: director of graduate study, teaching graduate courses in audience behavior and introduction to graduate study, teaching undergraduate courses in broadcast audience research, mass communication theory, and introduction to broadcasting.
- 1980 to 1983 *Director:* Broadcast Research Center, Ohio University.
Responsibilities: securing and administering research grants, directing research assistants, managing research center computer facilities.

- 1979 to 1983 *Assistant Professor:* School of Telecommunications, Ohio University.
Responsibilities: teaching graduate courses in audience research, telecommunications economics, and social impact of media, teaching undergraduate courses in audience research, mass communication theory, and introduction to broadcasting
- 1973 to 1975 *Researcher:* Children's Television Workshop, New York City.
Responsibilities: designing and conducting field research for adult health series, moderating focus groups, reporting and discussing results with production staff.

RESEARCH & PUBLICATION

Books

- Webster, J. G. (2014). *The marketplace of attention: How audiences take shape in a digital age*. Cambridge, MA: MIT Press.
- Webster, J. G., Phalen, P. F., & Lichty, L. W. (2014). *Ratings analysis: Audience measurement and analytics* (4th ed.). New York: Routledge.
- Webster, J. G., Phalen, P. & Lichty, L. (2006). *Ratings analysis: The theory and practice of audience research* (3rd. ed.) Mahwah, NJ: Lawrence Erlbaum Associates.
- Webster, J. G., Phalen, P. & Lichty, L. (2000). *Ratings analysis: The theory and practice of audience research* (2nd. ed.) Mahwah, NJ: Lawrence Erlbaum Associates. Chinese translation published in the TV Industry Management Series by Huaxia Publishing (Beijing), 2004.
- Webster, J. G. & Phalen, P. (1997). *The mass audience: Rediscovering the dominant model*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Webster, J. G. & Lichty, L. (1991). *Ratings analysis: Theory and practice*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Webster, J. G. (1983). *Audience research*. Washington, DC: National Association of Broadcasters.

Journal Articles

- Webster, J. G., & Ksiasek, T. B. (2012). The dynamics of audience fragmentation: Public attention in an age of digital media. *Journal of Communication*, 62, 39-56.
- Kim, S. J., & Webster, J. G. (2012). The impact of a multichannel environment on television news viewing: A longitudinal study of news audience polarization in South Korea. *International Journal of Communication*, 6, 838-856.
- Taneja, H., Webster, J. G., Malthouse, E. C., & Ksiasek, T. B. (2012). Media consumption across platforms: Identifying user-defined repertoires. *New Media & Society*, 14(6), 951-968.
- Webster, J. G. (2011). The duality of media: A structural theory of public attention. *Communication Theory*, 21, 43-66. Winner of the ASCoR McQuail Award for the best article advancing communication theory.
- Webster, J. G. (2010). User information regimes: How social media shape patterns of consumption. *Northwestern University Law Review*, 104(2), 593-612. Reprinted in K. B. Tripp (Ed.). (2011). *Entertainment, publishing and the arts handbook*. Thomson Reuters.

- Ksiazek, T. B., Malthouse, E. C., & Webster, J. G. (2010). News-seekers and avoiders: Exploring patterns of total news consumption across media and the relationship to civic participation. *Journal of Broadcasting & Electronic Media*, 54(4), 551-568.
- Ksiazek, T. B. & Webster, J. G. (2008). Cultural proximity and audience behavior: The role of language in patterns of polarization and multicultural fluency. *Journal of Broadcasting & Electronic Media*, 52(3), 485-503.
- Webster, J. G. (2006). Audience flow past and present: Inheritance effects reconsidered. *Journal of Broadcasting & Electronic Media*, 50(2), 323-337.
- Yuan, E. & Webster, J. G. (2006). Channel repertoires: Using peplemeter data in Beijing. *Journal of Broadcasting & Electronic Media*, 50(3), 524-536.
- Webster, J. G. (2005). Beneath the veneer of fragmentation: Television audience polarization in a multi-channel world. *Journal of Communication*. 55(2), 366-382. Reprinted in B. Gunter & D. Machin (Eds.). (2009). *Media Audiences* (Sage Benchmarks in Communication).
- Webster, J. & Lin, S. (2002). The internet audience: Web use as mass behavior. *Journal of Broadcasting & Electronic Media*, 46(1), 1-12.
- Webster J. G. (1998). The audience. *Journal of Broadcasting & Electronic Media*, 42(2), 190-207. Reprinted in B. Gunter & D. Machin (Eds.). (2009). *Media Audiences* (Sage Benchmarks in Communication).
- Webster, J. G. & Wang, T. (1992). Structural determinants of exposure to television: The case of repeat viewing. *Journal of Broadcasting & Electronic Media*, 36(2), 125-126.
- Webster, J. G. (1990). The role of audience ratings in communications policy. *Communications and the Law*, 12 (2), 59-72.
- Webster, J. G., & Newton, G. (1988). Structural determinants of the television news audience. *Journal of Broadcasting & Electronic Media*, 32, 318-389.
- Webster, J. G. (1986). Audience behavior in the new media environment. *Journal of Communication*, 36 (3), 77-91.
- Webster, J. G., Pearson, J. & Webster, D. (1986). Children's television viewing as affected by contextual variables in the home. *Communication Research Reports*, 3, 1-8.
- Webster, J. G. (1985). Program audience duplication: A study of television inheritance effects. *Journal of Broadcasting & Electronic Media*, 29, 121-133.
- Webster, J. G. (1984). Cable television's impact on audience for local news. *Journalism Quarterly*, 61, 419-422.
- Webster, J. G. & Wakshlag, J. (1983). A theory of television program choice. *Communication Research*, 10, 430-446.
- Webster, J. G. (1983). The impact of cable and pay cable television on local station audiences. *Journal of Broadcasting*, 27, 119-126.
- Webster, J. G. & Wakshlag, J. (1982). The impact of group viewing on patterns of television program choice. *Journal of Broadcasting*, 26, 445-455.
- Webster, J. G. & Coscarelli, W. (1979). The relative appeal to children of adult versus children's television programming. *Journal of Broadcasting*, 23, 437-451.

Chapters & Encyclopedias

Webster, J. G. (in press). *Mass*. In K. B. Jensen (Ed.). *International encyclopedia of communication theory and philosophy*. Oxford: Wiley-Blackwell Publishing.

Webster, J. G. (in press). *Audience research*. In W. Donsbach (Ed.). *The concise encyclopedia of communication*. Oxford: Wiley-Blackwell Publishing.

Webster, J. G., & Taneja, H. (in press). *Media exposure measurement*. In P. Moy (Ed.). *Oxford bibliographies*. New York: Oxford University Press.

Webster, J. G., & Ksiazek, T. B. (in press). Nielsen ratings. In W. Donsbach (Ed.). *The international encyclopedia of communication (Vol 7)*. Oxford: Wiley-Blackwell Publishing.

Webster, J. G. (in press). Audience measurement. In *International encyclopedia of the social & behavioral sciences* (2nd ed.). Amsterdam: Elsevier.

Webster, J. G. (2009). The role of structure in media choice. In T. Hartmann (Ed.) *Media Choice: A theoretical and empirical overview*. New York & London: Routledge, 221-233.

Webster, J. G. (2008). Structuring a marketplace of attention. In J. Turow & L. Tsui (Eds.). *The hyperlinked society: Questioning connections in the digital age*. Ann Arbor: University of Michigan Press, 23-38.

Webster, J. G. (2008). Developments in audience measurement and research. In B. Calder (Ed.) *Kellogg on advertising and media*. New York: Wiley, 123-138.

Webster, J. G. (2008). Media consumers as unseen agents. In C. Scholz & U. Eisenbeis (Eds.). *Looking to the future of modern media management*. Lisbon: Formalpress.

Webster, J. G. (2008). Ratings methods. In W. Donsbach (Ed.). *The international encyclopedia of communication*. Oxford: Wiley-Blackwell Publishing,.

Webster, J. G. (2008). Nielsen ratings. In W. Donsbach (Ed.). *The international encyclopedia of communication (Vol 7)*. Oxford: Wiley-Blackwell Publishing, 3318-3320.

Webster, J. G. (2008). Audience research. In W. Donsbach (Ed.). *The international encyclopedia of communication (Vol 1)*. Oxford: Wiley-Blackwell Publishing, 257-261.

Webster, J. G. (2008). People-meter. In W. Donsbach (Ed.). *The international encyclopedia of communication (Vol 8)*. Oxford: Wiley-Blackwell Publishing, 3543-3546.

Webster, J. G. (2007). Beneath the veneer of fragmentation: Television audience polarization in a multi-channel world. In G. Doyle (Ed.). *Economics of the mass media*. Cheltenham, UK: Edward Elgar.

Webster, J. G. (2006). Diversity of exposure. In P. Napoli (Ed.). *Media diversity and localism: Meaning and metrics*. Mahwah, NJ: Lawrence Erlbaum Associates.

Webster, J. G., Phalen, P. & Lichty, L. (2003). Ratings analysis in advertising. In V. Nightingale & K. Ross (Eds.) *Critical readings: Media and audiences*. Maidenhead, UK: Open University Press, 181-195.

Webster, J. G. (2001). Audience measurement. In N.J. Smelser & P.B. Baltes (Eds.), *International encyclopedia of the social & behavioral sciences*. Amsterdam: Elsevier, 923-926.

Webster, J. G. & Phalen, P. (1994). Victim, consumer, or commodity? Audience models in communications policy. In J. Ettema & D.C. Whitney (Eds.), *Audience-making: How the media create the audience*. Thousand Oaks, CA: Sage, 19-37.

Webster, J. G. (1989). Television audience behavior: Patterns of exposure in new media environments. In J. Salvaggio, & J. Bryant (Eds.) *Media use in the information age: Emerging patterns of adoption and consumer use*. Hillsdale, NJ: Lawrence Erlbaum Associates, 3-19.

Webster, J. G. (1989). Assessing exposure to the new media. In J. Salvaggio, & J. Bryant (Eds.) *Media use in the information age: Emerging patterns of adoption and consumer use*. Hillsdale, NJ: Lawrence Erlbaum Associates, 197-216.

Webster, J. G. & Wakshlag, J. (1985). Measuring exposure to television. In D. Zillmann, & J. Bryant (Eds.) *Selective exposure to communication*. Hillsdale, NJ: Lawrence Erlbaum Associates, 35-62.

Sponsored Research Reports & Grants

Webster, J. G. (2011, June). *Analyzing viewing behavior to identify television program types*. A white paper prepared for Turner Broadcasting.

Webster, J. G. (2010, September 1). *Expert Report of James G. Webster*. In Sunbeam Television Corp. v. Nielsen Media Research, Inc. Case No. 09-60637-Civ-HUCK/O'SULLIVAN.

Webster, J. G. (2007, July 31). *Expert Report of Professor James G. Webster*. In Erinmedia, LLC. v. Nielsen Media Research, Inc. Civil Action Ho. 8:05-CV-01123-SCB-EAJ.

Webster, J. G. (1988). *The role of ratings data in the formation of communications policy*. Research award from Annenberg Washington Program in Communications Policy Studies.

Webster, J. G. (1985). *Television broadcast signal carriage on U.S. cable systems*. Prepared for the National Association of Broadcasters.

Webster, J. G. (1984). *Assessing patterns of television audience flow*. General Research Board Summer Research Award, University of Maryland.

Webster, J. G. (1982). *The impact of cable and pay cable television on local station audiences*. Prepared for the National Association of Broadcasters. Athens, OH: Broadcast Research Center.

Review & Criticism

Webster, J. G. (2003). *Understanding Audiences*. Two books reviewed in *Journalism & Mass Communication Educator*, 58 (3), 310-12.

Webster, J. G. (2001). Review of *Watching television audiences: Cultural theories & methods*, in *Journalism & Mass Communication Quarterly*, (78), 881-883.

Webster, J. G. (2000). Review of *Television and new media audiences*, in *Historical Journal of Film, Radio and Television*, 20 (1), 143-144

Webster, J. G. (1987). Twenty year record. Review of *The changing television audience in America*, in *Journal of Communication*, 37 (1), 165-167.

Webster, J. G. (1985). Mass communication technology and policy: Introduction. In M. Gurevitch & M. Levy (Eds.) *Mass communication review yearbook* (Vol. 5). Beverly Hills: Sage, 531-533.

Webster, J. G. & Johnson, R. (1979). Review of *Hermes bound: The policy and technology of telecommunications* and *The cable/broadband communications book* in *Journalism Quarterly*, 56, 196.

AWARDS & PROFESSIONAL ACTIVITIES

- Awards:* 2014 Clarence Simon Award for Outstanding Teaching and Mentoring, School of Communication, Northwestern University.
2012 Denis McQuail Award for the best article advancing communication theory, University of Amsterdam.
2012-13 Honorary Fellow at the Amsterdam School of Communication Research, University of Amsterdam.
2012-13 Van Zelst Research Professor, Northwestern University.
2011 Distinguished Alumni Award, Dept. of Telecommunications, Indiana University.
1998-1999 Ameritech Research Professorship, Northwestern University.
1988-1989 Ameritech Research Fellowship, Northwestern University.
- Editorial Board:* *Journal of Communication*
Journal of Broadcasting & Electronic Media
- Reviewer:* *Communication Theory*
Communication Yearbook
Convergence: International Journal of Research into New Media Technologies
Critical Studies in Media Communication
International Journal of Communication
International Journal on Media Management
International Journal of Public Opinion Research
Journal of Computer Mediated Communication
Journal of Media Economics
Journalism and Mass Communication Quarterly
Media Psychology
New Media & Society
Political Behavior
Public Opinion Quarterly
Cambridge University Press
Columbia University Press
Lawrence Erlbaum Associates
MIT Press
Northwestern University Press
Sage Publications
University of Michigan Press
Yale University Press
- Member:* International Communication Association
Broadcast Education Association
International Media Management Academic Association
- Consultant:* Nielsen
Turner Broadcasting
Toyota
Rudd Center, Yale University