

## CURRICULUM VITAE

### **EVAN FREDERICK, Ph.D.**

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### EDUCATION

- 07/12**      **Ph.D. Indiana University, Bloomington, IN**  
School of Health, Physical Education, & Recreation  
Major: Human Performance (Sport Management)  
Minor: Telecommunications  
Dissertation: *A world of one-way and two-way streets: Exploring the nuances of fan-athlete interaction on Twitter*
- 06/08**      **M.S. Indiana University, Bloomington, IN**  
School of Health, Physical Education, & Recreation  
Major: Kinesiology (Sport Management)
- 12/05**      **B.A. Indiana University, Bloomington, IN**  
College of Arts and Sciences  
Major: Communication and Culture

### RESEARCH INTERESTS

My primary research interest is the intersection of sport and social media. My secondary research interest is sport communication and media theory.

### PROFESSIONAL EXPERIENCE

- 07/19 – present**      **Associate Professor of Sport Administration**, University of Louisville, Department of Health and Sport Sciences
- 08/16 – 06/19**      **Assistant Professor of Sport Administration**, University of Louisville, Department of Health and Sport Sciences
- 08/13 – 07/16**      **Assistant Professor of Sport Administration**, University of New Mexico, Department of Health, Exercise, and Sports Sciences

**07/12 – 8/13**                    **Assistant Professor of Sport Management**, University of Southern Indiana, Kinesiology and Sport Department

**08/09 – 05/12**                    **Associate Instructor of Sport Management**, Indiana University, Department of Kinesiology

## **TEACHING**

### **COURSES TAUGHT**

Social Issues in Sport (SPAD 705)\* - University of Louisville  
 Sport Administration Research (SPAD 701)\* - University of Louisville  
 Research in Sport Administration (SPAD 635)\* - University of Louisville  
 Sport Communication Theory & Practice (SPAD 645)\* - University of Louisville  
 Sport Communication (SPAD 445) - University of Louisville  
 Organizational Behavior in Sport (SPAD 382) - University of Louisville  
 Sport Marketing (SPAD 383) - University of Louisville

Introduction to Sport Administration (PEP 539)\* - University of New Mexico  
 Media and Public Relations in Sport (PEP 509)\* - University of New Mexico  
 Technological Applications in Sport (PEP 516)\* - University of New Mexico  
 Organizational Theory in Sport (PEP 612)\* - University of New Mexico  
 Legal Aspects in Sport (PEP 566)\* - University of New Mexico  
 Administration of Sport Personnel (PEP 549)\* - University of New Mexico  
 Ethics in Sport and Fitness (PEP 541)\* - University of New Mexico

Sport Marketing (PED 333) - University of Southern Indiana  
 Sport Publicity and Promotion (PED 335) - University of Southern Indiana  
 Sport Finance and Economics (PED 452) - University of Southern Indiana  
 Social Media and Sport Blogging (PED 353) - University of Southern Indiana

Sport Blogging and Social Media (P 445) - Indiana University  
 Introduction to Sport Management (P 211) - Indiana University  
 Sport Promotion and Public Relations (P 415) - Indiana University  
 Sport Finance (P 423) - Indiana University

\*Graduate course

### ***Teaching Evaluations (all evaluations on a 5.0 scale; 4.53 career average)***

2019-2020	4.45	2015-2016	4.69
2018-2019	4.31	2014-2015	4.63
2017-2018	4.41	2013-2014	4.72
2016-2017	4.36	2012-2013	4.68

## **SUPERVISION OF STUDENT RESEARCH**

### ***Dissertations Chaired***

#### University of Louisville

Kulkarni, A. (in progress). The influence of sponsorship engagement on brand loyalty: An analysis of on-site and social media activational communications.

Reader, L. (in progress). Motivations of Division I student-athletes to participate in strength and conditioning programs.

#### University of New Mexico

Hagan, B. (2017). Characteristics and success of long-term contracts in Major League Baseball.

Stocz, M. (2017). Measuring accommodation on Facebook between single-A minor league baseball teams and Facebook users.

### ***Dissertation Committees***

#### University of Louisville

Pond, A. (2021). Re-visiting the Flutie effect: An exploration of athletic success' on student enrollment decisions.

Williams, S. (2019). The Division I Men's Basketball Transfer Redshirt Requirement: Hurting or Helping Black Student-Athletes?

Schmidt, S. (2018). A qualitative case study examination of Athlete Ally using Social Movement Theory.

Wiener, J. (2018). An examination of box office relationship quality and relationship selling in Division I college athletics.

Naegar, D. (2018). Physical education activity courses: An exploration of how enrollment influences student retention rates.

#### University of New Mexico

Krywaruczenko, D. (2019). Models of wage determination of offensive linemen in the National Football League.

Birren, G. (2018). An analysis of the results of the Court of Arbitration for Sport's doping awards involving athletes between 1994 and 2008.

Schlereth, N. (2017). Strategic management in small business: An exploratory study.

### Other

Sveinson, K. (2019). Exploring cultural boundaries of sport fandom through critical discourse analysis. University of Regina.

## RESEARCH

### PUBLICATIONS

#### *National/international refereed journal articles [41]*

Schmidt, S. H., Hancock, M., & **Frederick, E. L.** (in press). Credible and salient: Examining frame resonance through Athlete Ally. To be published in *Sport in Society*.

Roussin, A., **Frederick, E. L.**, & Pegoraro, A. (in press). Social media, crisis, and college sport: An analysis of three crises. To be published in *Journal of Sports Media*.

**Frederick, E. L.**, Pegoraro, A., & Schmidt, S. (in press). "I'm not going to the f\*\*\*ing White House:" Twitter users react to Donald Trump and Megan Rapinoe. *Communication & Sport*. Advance online publication. DOI: <https://doi.org/10.1177/2167479520950778>

**Frederick, E. L.**, Pegoraro, A., & Sanderson, J. (2021). Sport in the age of Trump: An analysis of Donald Trump's tweets. *International Journal of Sport Communication*, 14(3), 356-378.

Siegfried, N., Green, E., Swim, N., Montanaro, A., Greenwell, C., & **Frederick, E. L.** (2021). An examination of college adaptive sport sponsorship and the role of cause-related marketing. *Journal of Issues in Intercollegiate Athletics*, 14, 483-500.

**Frederick, E. L.**, Pegoraro, A. & Smith, L. (2021). An examination of Michigan State University's image repair via Facebook and the public response following the Larry Nassar scandal. *Communication & Sport*, 9(1), 128-149.

Hums, M., **Frederick, E. L.**, Pegoraro, A., Siegfried, N. & Wolf, E. (2020). What's in a name? Examining reactions to Major League Baseball's change from the Disabled List to the Injured List via Twitter. *Baseball Research Journal*, Fall 2020.

Kang, J., Lim, C., **Frederick, E. L.**, Yoo, S. K., & Pedersen, P. M. (2020). Programming based intervention: A cross-cultural examination of the role of nonviolent mediated sports content on youth aggression reduction. *Journal of Sports Media*, 15(1), 1-28.

Pegoraro, A., Allison, R., & **Frederick, E. L.**, Thompson, A. (2020). When women athletes transgress: An exploratory study of image repair and social media response. *Sport in Society*, 23(6), 1023-1041.

Schmidt, S. H., Hancock, M. G., **Frederick, E. L.**, Hums, M. A., & Alagaraja, M. (2020). Examining Athlete Ally through resource mobilization theory. *Journal of Sport & Social Issues*, 44(3), 214-243.

**Frederick, E. L.**, Pegoraro, A., & Sanderson, J. (2019). Divided and united: Perceptions of athlete activism at the ESPYS. *Sport in Society*, 12, 1919-1936.

**Frederick, E. L.**, Hambrick, M. E., Schmidt, S., & Shreffler, M. (2019). Queue the drama: An analysis of *Last Chance U* and the portrayal of sport myths. *Journal of Sports Media*, 14(1-2), 113-136.

Stocz, M., & **Frederick, E. L.** (2019). Is the disease spreading: A case study of the American Outlaws. *Soccer & Society*, 20, 836-847.

Schmidt, S., **Frederick, E. L.**, Pegoraro, A., & Spencer, T. (2019). An analysis of Colin Kaepernick, Megan Rapinoe, and the national anthem protests. *Communication & Sport*, 7(5), 653-677.

**Frederick, E. L.**, & Pegoraro, A. (2018). Scandal in college basketball: A case study of image repair via Facebook. *International Journal of Sport Communication*, 11(3), 414-429.

Pegoraro, A., Comeau, G., & **Frederick, E. L.** (2018). #SheBelieves: The use of Instagram to frame the US Women's Soccer Team during #FIFAWWC. *Sport in Society*, 21(7), 1063-1077.

**Frederick, E. L.**, Pegoraro, A., & Burch, L. M. (2017). Legends worthy of lament: An analysis of self-presentation and user framing on the Legends Football League's Facebook page. *Journal of Sports Media*, 12(1), 169-190.

**Frederick, E. L.**, Sanderson, J., & Schlereth, N. (2017). Kick these kids off the team and take away their scholarships: Facebook and perceptions of athlete activism at the University of Missouri. *Journal of Issues in Intercollegiate Athletics*, 10, 17-34.

**Frederick, E. L.** (2017). Malice in the digital palace: A commentary on athletes, social media, and defamation. *Journal of Legal Aspects of Sport*, 27(1), 79-89.

Schlereth, N., & **Frederick, E. L.** (2017). Going for the gold: The USOC and social media. *Journal of Legal Aspects of Sport* 27(1), 19-31.

**Frederick, E. L.**, Stocz, M., & Pegoraro, A. (2016). Prayers, punishment, and perception: An analysis of the response to the Tony Stewart – Kevin Ward Jr. incident on Facebook. *Sport in Society*, 19(10), 1460-1477.

**Frederick, E. L.**, Pegoraro, A., & Burch, L. M. (2016). Echo or organic: Framing the 2014 Sochi Games. *Online Information Review*, 40(6), 798-813.

Sanderson, J., **Frederick, E. L.**, & Stocz, M. (2016). When athlete activism clashes with group values: Social identity threat management via social media. *Mass Communication and Society*, 19, 301-322.

Blaszka, M., **Frederick, E. L.**, Newman, T., & Pegoraro, A. (2016). Was dissent being displayed during the Sochi Olympics? Examining the #Sochi2014 hashtag for dissent. *Global Sport Business Association Journal*, 4(1), 1-13.

**Frederick, E. L.**, & Clavio, G. E. (2015). Blurred lines: An examination of high school football recruits' self-presentation on Twitter. *International Journal of Sport Communication*, 8(3), 330-344.

**Frederick, E. L.**, Burch, L. M., & Blaszka, M. (2015). A shift in set: Examining the presence of agenda setting on Twitter during the 2012 London Olympic. *Communication & Sport*, 3(3), 312-333.

Hambrick, M. E., **Frederick, E. L.**, & Sanderson, J. (2015). From yellow to blue: Exploring Lance Armstrong's image-repair strategies across traditional and social media. *Communication & Sport*, 3(2), 196-218.

Burch, L. M., **Frederick, E. L.**, & Pegoraro, A. (2015). Kissing in the carnage: An examination of framing on Twitter during the Vancouver riots. *Journal of Broadcasting & Electronic Media*, 59(3), 399-415.

**Frederick, E. L.**, Burch, L. M., Sanderson, J., & Hambrick, M. E. (2014). To invest in the invisible: A case study of Manti Te'o's image-repair strategies during the Katie Couric interview. *Public Relations Review*, 40(5), 780-788.

**Frederick, E. L.**, Hambrick, M. E., & Clavio, G. E. (2014). Bypass and broadcast: Utilizing parasocial interaction to examine @NHL communication on Twitter during the 2012-2013 lockout. *Journal of Sports Media*, 9(2), 25-44.

- Frederick, E. L.**, Lim, C., Clavio, G. E., Pedersen, P. M., & Burch, L. M. (2014). Choosing between the one-way or two-way street: An exploration of relationship promotion by professional athletes on Twitter. *Communication & Sport*, 2(1), 80-99.
- Clavio, G. E., & **Frederick, E. L.** (2014). Sharing is caring: An exploration of motivations for social sharing and using locational social media. *Journal of Applied Sport Management*, 6(2), 70-91.
- Pegoraro, A., Burch, L. M., **Frederick, E. L.**, & Vincent, C. (2014). I am not loving it: Examining the hijacking of #cheerstosochi. *International Journal of Sport Management & Marketing*, 15(3/4), 163-183.
- Burch L. M., Clavio, G. E., Eagleman, A. N., Major, L. H., **Frederick, E. L.**, & Blaszk, M. (2014). Battle of the sexes: Gender analysis of professional athlete tweets. *Global Sport Business Journal*, 2(2), 43-62.
- Frederick, E. L.**, Lim, C., Chung, J., & Clavio, G. E. (2013). Determining the effects of sport commentary on viewer perceptions, attitudes, beliefs, and enjoyment through violence justification. *Journal of Sports Media*, 8(1), 65-86.
- Frederick, E. L.**, Lim, C., Clavio, G. E., & Walsh, P. T. (2012). Why we follow: An examination of parasocial interaction and fan motivations for following athlete archetypes on Twitter. *International Journal of Sport Communication*, 5(4), 481-502.
- Clavio, G. E., Burch, L. M., & **Frederick, E. L.** (2012). Networked fandom: Applying systems theory to sport social network analysis. *International Journal of Sport Communication*, 5(4), 522-538.
- Blaszka, M. M., Burch, L. M., **Frederick, E. L.**, Clavio, G. E., & Walsh, P. T. (2012). #WorldSeries: An empirical examination of Twitter hashtag use during a major sporting event. *International Journal of Sport Communication*, 5(4), 435-453.
- Frederick, E. L.**, Clavio, G. E., Burch, L. M., & Zimmerman, M. H. (2012). Characteristics of users of a Mixed-Martial-Arts blog: A case study of demographics and usage trends. *International Journal of Sport Communication*, 5(1), 109-125.
- Burch, L. M., **Frederick, E. L.**, Zimmerman, M. H., Clavio, G. E. (2011). Agenda-setting and La Copa Mundial: Marketing through agenda-setting on soccer blogs during the 2010 World Cup. *International Journal of Sport Management and Marketing*, 10 (3/4), 213-231.
- Lim, C., Chung, J., **Frederick, E. L.**, & Pedersen, P. M. (2011). Investigating the Influence of Past Football Experience and Perceived Football Knowledge on Attitude, Credibility, Expertise & Trustworthiness, and Future Search Intention. *Journal of Contemporary Athletics*, 6(1), 1-16.

***Manuscripts in Review [3]***

**Frederick, E. L.**, Swim, N., & Pegoraro, A. (in review). Racist state and the state of race: An analysis of Instagram commentary pertaining to LeBron James. Submitted to *Communication & Sport*.

Schmidt, S. H., **Frederick, E. L.**, Kennedy, H., & Pegoraro, A. (in review). An examination of MLB, NBA, NFL, NHL, and WNBA statements in response to George Floyd's death via critical race theory. Submitted to *Journalism & Mass Communication Quarterly*.

Brandes, C., & **Frederick, E. L.** (in review). NCAA division I student-athlete perceptions of athletic departments' COVID-19 communication efforts. Submitted to the *Journal of Issues in Intercollegiate Athletics*.

***Manuscripts in Progress [4]***

**Frederick, E. L.**, Kluch, Y., & Hancock, M. (in progress). An analysis of college athlete activism via social media platforms. To be submitted to *Communication & Sport*.

Kluch, Y. **Frederick, E. L.**, & Siegfried, N. (in progress). Sending a signal to the world? A qualitative media framing analysis of activism in German sport. To be submitted to *International Journal of Sport Communication*.

Sheffer, M., & **Frederick, E. L.** (in progress). A new era?: Examining Twitter commentary pertaining to Sarah Thomas. To be submitted to the *International Journal of Sport Communication*.

Hambrick, M., **Frederick, E. L.**, Cocco, A., & Montanaro, A. (in progress). An analysis of esports users' motivations and consumption patterns. To be submitted to *Sport Management Review*.

***Textbooks – Edited [1]***

Abeza, G., O'Reilly, N., Sanderson, J., & **Frederick, E. L.** (2021). *Social Media in Sport: Emerging Issues and Trends in Sport Business*. (1<sup>st</sup> Ed.). New Jersey: World Scientific.

***Book Chapters [2]***

Pegoraro, A., & **Frederick, E. L.** (2021). Social media and crisis communication in sport. In G. Abeza, N. O'Reilly, J. Sanderson, & E. L. Frederick (1<sup>st</sup> Ed.), *Social Media in Sport: Emerging Issues and Trends in Sport Business* (pp. 345-381). New Jersey: World Scientific.



Burch, L. M., Pegoraro, A., & **Frederick, E. L.** (2018). Hijacking of a hashtag: The case of #cheerstosochi. In M. Dodds, K. Heisey, & A. Ahonen (1<sup>st</sup> Eds.), *Routledge Handbook of International Sport Business* (251-261). New York: Routledge.

### ***Encyclopedia Entries [2]***

**Frederick, E. L.** (in progress). Agenda setting. In P.M. Pedersen's (Ed.), *Encyclopedia of Sport Management*. Edward Elgar Publishing. To be published in November of 2021.

**Frederick, E. L.** (in progress). Framing. In P.M. Pedersen's (Ed.), *Encyclopedia of Sport Management*. Edward Elgar Publishing. To be published in November of 2021.

### **PRESENTATIONS**

#### ***National/international refereed presentations [65]***

Schmidt, S., & **Frederick, E. L.** (2021). An examination of NBA, NFL, NHL, MLB, and WNBA team statements in response to George Floyd's death via Critical Race Theory. *14<sup>th</sup> Summit on Communication and Sport*. Virtual.

**Frederick, E. L.** & Pegoraro, A. (2020). "I'm not going to the f\*\*\*ing White House:" Twitter reacts to Donald Trump and Megan Rapinoe. *13<sup>th</sup> Summit on Communication and Sport*. St. Petersburg, FL.

Hums, M., **Frederick, E. L.**, & Siegfried, N. (2020). What's in a Name? Examining Reactions to Major League Baseball's Change From the Disabled List to the Injured List via Twitter. *13<sup>th</sup> Summit on Communication and Sport*. St. Petersburg, FL.

Kulkarni, A., & **Frederick, E. L.** (2019). Sponsorship and scandal in college sport: A case study of the University of Louisville and the decision-making processes of their sponsors. *2019 North American Society for Sport Management Conference*. New Orleans, LA.

**Frederick, E. L.**, Pegoraro, A., & Smith, L. (2019). An examination of Michigan State University's image repair via Facebook and the public response following the Larry Nassar scandal. *12<sup>th</sup> Summit on Communication and Sport*. Boise, ID.

**Frederick, E. L.**, Pegoraro, A., & Sanderson, J. (2019). Sport in the age of Trump: An analysis of Donald Trump's tweets. *12<sup>th</sup> Summit on Communication and Sport*. Boise, ID.

**Frederick, E. L.**, & Pegoraro, A. (2018). Scandal in college basketball and the public response: A case study of the University of Louisville. *11<sup>th</sup> Summit on Communication and Sport*. Bloomington, IN.

**Frederick, E. L., Pegoraro, A., Schmidt, S., & Smith, L. (2018).** Soapbox or revolution: A discussion of athletes, activism, and social media. *11<sup>th</sup> Summit on Communication and Sport*. Bloomington, IN.

Stocz, M., & **Frederick, E. L., (2018).** 'Can't Hate 88'- An exploration of the Dale Earnhardt, Jr., Alex Bowman transition through the lens of social identity theory. *11<sup>th</sup> Summit on Communication and Sport*. Bloomington, IN.

Achen, R., **Frederick, E. L.,** Geurin, A., Vooris, R., & Walsh, P. (2018). Encouraging the integration of marketing and communications in research and practice. *11<sup>th</sup> Summit on Communication and Sport*. Bloomington, IN.

**Frederick, E. L., Pegoraro, A., & Sanderson, J. (2017).** Divided and united: Perceptions of athlete activism at the ESPYS. *North American Society for the Sociology of Sport Conference*. Windsor, ON.

Schmidt, S., Spencer, T., **Frederick, E. L. (advisor), & Pegoraro, A. (advisor).** (2017). An analysis of Colin Kaepernick, Megan Rapinoe, and the national anthem protests. *North American Society for Sport Management Conference*. Denver, CO.

**Frederick, E. L., Hambrick, M.E., Schmidt, S., & Shreffler, M. (2017).** Cue the drama: An analysis of *Last Chance U* and the portrayal of sport myths. *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ.

**Frederick, E. L., Sanderson, J., & Schlereth, N. (2017).** Kick these kids off the team and take away their scholarships: Facebook and perceptions of athlete activism at the University of Missouri. *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ.

Sanderson, J., **Frederick, E. L., & Pegoraro, A. (2017).** Divided and united: Perceptions of athlete activism at the ESPYS. *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ.

Stocz, M., **Frederick, E. L., & Barnes, J. (2017).** Measuring Facebook post success through communication accommodation theory in Minor League Baseball. *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ.

Cvetkovic, I., & **Frederick, E. L. (2017).** Twitter as a cultural site for relationship building in sports: A case study of international tennis players-fans' communication. *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ.

Pegoraro, A., Thompson, A., & **Frederick, E. L. (2017).** Response to female athlete transgressions: Does gender matter? *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ.

Clavio, G., Smith, L., Boehmer, J., **Frederick, E. L.**, & Vooris, R. (2017). A new horizon for social media research in sport communication. *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ.

Schlereth, N., & **Frederick, E. L.** (2017). Going for the gold: Social media and the USOC. *Sport and Recreation Law Association 2017 Conference*. Las Vegas, NV.

**Frederick, E. L.** & Schlereth, N. (2016). 'Just another black athlete causing problems': An analysis of Facebook comments surrounding the Missouri football players' protest. *North American Society for the Sociology of Sport Conference*. Tampa Bay, FL.

Crum, D., Schlereth, N., & **Frederick, E. L.** (2016). #RaysinCuba: An examination of stakeholders' perceptions of bridging boundaries through sport. *North American Society for the Sociology of Sport Conference*. Tampa Bay, FL.

Schlereth, N., & **Frederick, E. L.** (2016). Rethinking athlete gambling: Comparison to CEO stock purchase behavior. *2016 North American Society for Sport Management Conference*. Orlando, FL.

Schlereth, N., Scott, D., **Frederick, E. L.**, & Seidler, T. S. (2016). Social partnerships and college athletics: A means to increase social impact on community stakeholders. *2016 North American Society for Sport Management Conference*. Orlando, FL.

Schlereth, N., & **Frederick, E. L.** (2016). Communicating social responsibility: An analysis of Southeastern Conference schools' Facebook pages. *Collegiate Sport Research Institute Conference*. Columbia, SC.

**Frederick, E. L.**, Pegoraro, A., & Burch, L. M. (2016). Echo chambers and the organic: A comparative analysis of traditional and social media framing of the 2014 Sochi Winter Olympic Games. *9<sup>th</sup> Summit of Communication & Sport*. Grand Rapids, MI.

**Frederick, E. L.**, Pegoraro, A., & Burch, L. M. (2016). Not quite legendary: An analysis of the Legends Football League's Facebook page. *9<sup>th</sup> Summit of Communication & Sport*. Grand Rapids, MI.

Pegoraro, A., **Frederick, E. L.**, & Burch, L. M. (2016). Discipline versus abuse: Gendered framing of the Adrian Peterson child abuse incident on social media. *9<sup>th</sup> Summit of Communication & Sport*. Grand Rapids, MI.

Stocz, M., & **Frederick, E. L.** (2016). Chatter in the offseason: A content analysis of Facebook posts in Major League Baseball during the 2014-2015 offseason. *9<sup>th</sup> Summit of Communication & Sport*. Grand Rapids, MI.

Stocz, M., Oostmann, K., **Frederick, E. L.** & Pegoraro, A. (2016). #StartingACrisis: A case study of @VandyFootball and a Twitter-initiated crisis. *9<sup>th</sup> Summit of Communication & Sport*. Grand Rapids, MI.

Burch, L. M., Pegoraro, A., & **Frederick, E. L.** (2016). To mock the ‘victim’ or blame the ‘accuser’: A comparative framing analysis of the Patrick Kane investigation in traditional and social media. *9<sup>th</sup> Summit of Communication & Sport*. Grand Rapids, MI.

Ammon, R., Miller, J., **Frederick, E. L.**, & Seidler, T. (2016). Extreme race waivers: A thematic analysis. *Sport Recreation and Law Association Conference*. New Orleans, LA.

**Frederick, E. L.**, & Pegoraro, A. (2015). Legends worthy of lament: An analysis of social media content and the Legends Football League. *North American Society for the Sociology of Sport Conference*. Santa Fe, NM.

Sanderson, J., **Frederick, E. L.**, & Stocz, M. (2015). When athlete activism clashes with group values: The “Boycott the St. Louis Rams” Facebook page and social identity threat management. *North American Society for the Sociology of Sport Conference*. Santa Fe, NM.

Stocz, M., Lee, J. H., Maestas, A., Loughead, P. & **Frederick, E. L.** (advisor) (2015). Hooligan talk: An examination of firm social media usage. *North American Society for the Sociology of Sport Conference*. Santa Fe, NM.

Lee, J. H., Stocz, M., Mao, L. (advisor), & **Frederick, E. L.** (advisor). (2015). An examination of in-groups and out-groups surrounding the Deflategate controversy. *North American Society for the Sociology of Sport Conference*. Santa Fe, NM.

Schlereth, N., Stocz., M., & **Frederick, E. L.** (2015). Communicating social behaviors of college athletic departments and student athletes. *North American Society for the Sociology of Sport Conference*. Santa Fe, NM.

Pegoraro, A., **Frederick, E. L.**, & Burch, L. M. (2015). “Convict rapist” vs. “Served his time”: Analyzing the framing of Ched Evans’ attempts to return to football. *European Association of Sport Management Conference*. Dublin, IRE.

Burch, L. M., Pegoraro, A., & **Frederick, E. L.** (2015). Degrees of freedom and money: Framing the social issues surrounding the 2022 World Cup in Qatar within news outlets and social media. *European Association of Sport Management Conference*. Dublin, IRE.

Pegoraro, A., **Frederick, E. L.**, & Hambrick, M. (2015). It's none of our business: Framing Ray Rice domestic violence incident on social media. *Social Media and Society Conference*. Toronto, ON.

**Frederick, E. L., & Clavio, G. (2015).** Blurred lines: An examination of high school football recruits' self-presentation strategies on Twitter. *8<sup>th</sup> Summit of Communication & Sport*. Charlotte, NC.

**Frederick, E. L., Stocz, M., & Pegoraro, A. (2015).** Prayers, punishment, and perception: An analysis of the response to the Tony Stewart – Kevin Ward incident on Facebook. *8<sup>th</sup> Summit of Communication & Sport*. Charlotte, NC.

Pegoraro, A., **Frederick, E. L.**, Burch, L. M., & Stocz, M. (2015). If U don't know me by now: A cross platform analysis of US and UK usage of social media during the 2014 World Cup. *8<sup>th</sup> Summit of Communication & Sport*. Charlotte, NC.

Pegoraro, A., **Frederick, E. L.**, Burch, L. M., Hambrick, M. E., Sanderson, J., Smith, L., & Naraine, M. (2015). Twitter research in sport communication: What a difference a year makes. *8<sup>th</sup> Summit of Communication & Sport*. Charlotte, NC.

Blaszka, M. M., **Frederick, E. L.**, & Newman, T. (2015). Was dissent being displayed during the Sochi Olympics? Examining the #Sochi2014 hashtag for dissent. *2015 Global Sport Business Association Conference*. Miami, FL.

Pegoraro, A., **Frederick, E. L.**, & Burch, L. M. (2014). I am not loving it: Examining the hijacking of #cheerstosochi *12<sup>th</sup> Annual Conference of the Sport Marketing Association*. Philadelphia, PA.

Pegoraro, A., **Frederick, E. L.**, Burch, L. M., Sanderson, J., Hambrick, M. E., & O'Hallarn, B. (2014). Social Sochi: Examining social media and the 2014 Sochi Olympic Games. *12<sup>th</sup> Annual Conference of the Sport Marketing Association*. Philadelphia, PA.

**Frederick, E. L.**, Burch, L. M., Sanderson, J., & Hambrick, M. E. (2014). I wish I were invisible: A case study of Manti Te'o's image repair strategies during the Katie Couric interview. *7<sup>th</sup> Summit of Communication & Sport*. New York, NY.

Burch, L. M., **Frederick, E. L.**, & Pegoraro, A. (2014). Kissing in the carnage: An examination of framing on Twitter during the Vancouver riots. *7<sup>th</sup> Summit of Communication & Sport*. New York, NY.

Burch, L. M., **Frederick, E. L.**, & Blaszka, M. M. (2014). Battle of the sexes: Gender analysis of professional athlete tweets. *7<sup>th</sup> Summit of Communication & Sport*. New York, NY.

Burch, L. M., Blaszka, M. M., & **Frederick, E. L.** (2013). Express yourself: Analysis of athlete portrayals and framing on Twitter. *11<sup>th</sup> Annual Conference of the Sport Marketing Association*. Albuquerque, NM.

Hambrick, M. E., **Frederick, E. L.**, & Sanderson, J. (2013). From yellow to blue: Exploring Lance Armstrong's self-presentation on Twitter. *Association for Education in Journalism and Mass Communication Conference*. Washington, D.C.

**Frederick, E. L.**, & Lim, C. (2013). Why we follow: An examination of parasocial interaction and fan motivations for following athlete archetypes on Twitter. *2013 North American Society for Sport Management Conference*. Austin, TX.

**Frederick, E. L.**, Burch, L. M., & Blaszkas, M. M. (2013). A shift in set: Exploring agenda-setting on Twitter during the 2012 London Olympics. *2013 North American Society for Sport Management Conference*. Austin, TX.

**Frederick, E. L.**, & Clavio, G. E. (2013). Exploring @NHL communication during the 2012-2013 lockout. *6<sup>th</sup> Summit of Communication and Sport*. Austin, TX.

**Frederick, E. L.**, Burch, L. M., Blaszkas, M. M., Lim, C. (Advisor), Clavio, G. E. (Advisor), Walsh, P. T. (Advisor) (2012). An exploration of relationship promotion by professional athletes on Twitter. *10<sup>th</sup> Annual Conference of the Sport Marketing Association*. Orlando, FL.

Blaszkas, M. M., **Frederick, E. L.**, Burch, L. M., Walsh, P. T. (Advisor), Clavio, G. E. (Advisor), Pedersen, P. M. (Advisor) (2012). #WorldSeries: An empirical examination of Twitter hashtag use during a major sporting event. *2012 North American Society for Sport Management Conference*. Seattle, WA.

Clavio, G. E., Burch, L. M., **Frederick, E. L.** (2012) User characteristics of a Big Ten Twitter feed: A social network analysis. *2012 North American Society for Sport Management Conference*. Seattle, WA.

Zimmerman, M. H., Burch, L. M., **Frederick, E. L.**, Yoo, S. K. (2012). Social channels: Sport fan communities and YouTube. *5<sup>th</sup> Summit on Communication and Sport*. Peoria, IL.

**Frederick, E. L.**, Clavio, G. E., Burch, L. M., & Zimmerman, M. H. (2011). Demographics and usage trends of the typical MMA blog user: A case study. *9<sup>th</sup> Annual Conference of the Sport Marketing Association*. Houston, TX.

Burch, L. M., **Frederick, E. L.**, Chung, J., Lim, C. (Advisor), & Pedersen, P. M. (Advisor) (2011). Sport, entertainment, and desensitization of violent media: A cross-cultural analysis of moderating effects of non-violent media. *2011 North American Society for Sport Management Conference*. London, Ontario, Canada.

**Frederick, E. L.**, Chung, J., Lim, C. (Advisor), & Clavio, G. E. (Advisor) (2010). The effects of sport commentary on viewer attitudes, beliefs, and perceptions through violence justification. *8<sup>th</sup> Annual Conference of the Sport Marketing Association*. New Orleans, LA.

Burch, L. M., **Frederick, E. L.**, Zimmerman, M. H., & Clavio, G. E. (Advisor) (2010). Agenda-setting and La Copa Mundial: Marketing through agenda-setting on soccer blogs. *8<sup>th</sup> Annual Conference of the Sport Marketing Association*. New Orleans, LA.

Burch, L. M., **Frederick, E. L.**, Zimmerman, M. H., & Walsh, P. (Advisor) (2010). Positioning the New Orleans Hornets in the “Who Dat?” city: A poster presentation. *8<sup>th</sup> Annual Conference of the Sport Marketing Association*. New Orleans, LA.

Chung, J., **Frederick, E. L.**, Lim, C. (Advisor), & Pedersen, P. M. (Advisor) (2010). Investigating the Influence of Past Football Experience and Perceived Football Knowledge on Attitude, Credibility, Expertise & Trustworthiness, and Future Search Intention. *2010 North American Society for Sport Management Conference*. Tampa Bay, FL.

#### ***Non-refereed presentations [4]***

**Frederick, E. L.** (2011). Demographics and usage trends of the typical MMA blog user: A case study. T600 Media Arts & Sciences Speaker Series. Bloomington, IN.

**Frederick, E. L.**, Clavio, G. E., Burch, L. M., & Zimmerman, M. H. (2011). Demographics and usage trends of the typical MMA blog user: A case study. Indiana University School of Health, Physical Education, and Recreation Department of Kinesiology Student Colloquium #2. Bloomington, IN.

**Frederick, E. L.** (2011). Commentary and cultivation: Examining whether viewing habits moderate the relationship between sport commentary and viewer perceptions of unsanctioned on-field violence. Indiana University School of Health, Physical Education, and Recreation Department of Kinesiology Student Colloquium. Bloomington, IN.

Burch, L. M., **Frederick, E. L.**, Chung, J., Lim, C., (Advisor) & Pedersen, P. M. (Advisor) (2011). Sport, entertainment, and desensitization of violent media: A cross-cultural analysis of moderating effects of non-violent media. Indiana University School of Health, Physical Education, and Recreation Department of Kinesiology Student Colloquium. Bloomington, IN.

#### **GRANTS**

Kang, J., Lim, C., & Pedersen, P. M. (2010). **\$216,600** - Research Assistant, Global Research Network Program. Research assistant to Drs. Lim and Pedersen on a research study utilizing the “Web-based Aggression Measurement Program” to measure short-term effects of violent sport media on aggression. Indiana University, Bloomington, IN.

**Frederick, E. L.** (2017). **\$1,750** - Divided and united: Perceptions of athlete activism at the ESPYS. College of Education and Human Development (CEHD) Research and Faculty Development (RFD) Committee, University of Louisville, Louisville, KY.

**Frederick, E. L.** (2014). **\$1,267** – How super are you: An analysis of Super Bowl XLIX dialogue on Twitter. Overhead Funds Allocation Committee (OFAC) from the University of New Mexico, Albuquerque, NM.

### **MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**

North American Society for Sport Management (NASSM). 2010 – present

Sport Marketing Association (SMA). 2010 – present

International Association for Communication and Sport (IACS). 2012 – present

North American Society for the Sociology of Sport (NASSS). 2015 – present

### **AWARDS AND HONORS**

Nominated for a University of Louisville Faculty Favorite Award: 2020 - 2021

Nominated for a University of Louisville Faculty Favorite Award: 2018 - 2019

Nominated for the *Journal of Issues in Intercollegiate Athletics* Article of the Year Award: 2017

Nominated for the Distinguished Paper Award, International Association for Communication and Sport, Austin, TX: 2013

## **SERVICE**

### **UNIVERSITY**

Faculty Senator, University of Louisville, Louisville, KY: Fall 2019 - present

Faculty Senate, Academic Programs Committee, University of Louisville, Louisville, KY: Fall 2019 – present

Faculty Representative, COVID-19 Advisory Committee, University of Louisville, Louisville, KY: Fall 2020 – Spring 2021

### **COLLEGE**

Faculty Representative, College of Education and Human Development Personnel Committee, University of Louisville, Louisville, KY: Fall 2021



Faculty Representative, College of Education and Human Development Policy Review Committee, University of Louisville, Louisville, KY: Fall 2018 – Spring 2021

Faculty Representative, College of Education and Human Development Faculty Grievance Committee, University of Louisville, Louisville, KY: Spring 2020

Faculty Representative, College of Education and Human Development Grawemeyer Award in Education Review Committee, University of Louisville, Louisville, KY: Spring 2019

Faculty Representative, College of Education and Human Development Personnel Ad Hoc Committee, University of Louisville, Louisville, KY: Spring 2019

Faculty Representative, College of Education and Human Development Diversity Committee, University of Louisville, Louisville, KY: 2018 – 2019

Faculty Representative, College of Education and Human Development Research Office Advisory Group, University of Louisville, Louisville, KY: 2018 – present

Faculty Representative, College of Education Faculty Issues Work Group, University of New Mexico, Albuquerque, NM: 2015 – 2016

Faculty Reviewer, College of Education Scholarship Applications, University of New Mexico, Albuquerque, NM: 2016

Faculty Representative, College of Education Research and Marketing Group, University of New Mexico, Albuquerque, NM: 2014 – 2016

## **DEPARTMENT**

Department of Health and Sport Sciences Annual Review Advisory Group Member, University of Louisville, Louisville, KY: 2020 - present

Department of Health and Sport Sciences Diversity Committee Member, University of Louisville, Louisville, KY: Fall 2021

Department of Health and Sport Sciences Research and Faculty Development Committee Member, University of Louisville, Louisville, KY: 2017 – present

Department of Health and Sport Sciences International Learning Work Group Committee Member, University of Louisville, Louisville, KY: 2016 – present

Board Member, Curriculum Assessment Committee, University of Southern Indiana, Evansville, IN: 2012 – 2013

Chair, Website Committee, University of Southern Indiana, Evansville, IN: 2012 – 2013

**PROGRAM**

Program Director, Sport Administration (SPAD) M.S. Program, University of Louisville, Louisville, KY: Fall 2020 - present

Faculty Advisor, Sport Administration (SPAD) Student Association, University of Louisville, Louisville, KY: 2016 – 2020

M.S. Admissions Committee Member, University of Louisville, Louisville, KY: 2016 – present

SPAD Program Committee Member, University of Louisville, Louisville, KY: 2016 – present

Faculty Advisor, Sport Administration Student Association (SASA), University of New Mexico, Albuquerque, NM: 2014 – 2016

Assistant Director, University of New Mexico Sport Administration Doctoral Colloquia, University of New Mexico, Albuquerque, NM: 2014 – 2016

Faculty Representative, Screaming Eagles Running Series, University of Southern Indiana, Evansville, IN: 2012 – 2013

Faculty Representative, Sport Management Club, University of Southern Indiana, Evansville, IN: 2012 – 2013

Planning Committee, Sport Management Summit, University of Southern Indiana, Evansville, IN: 2012 – 2013

Vice President of Research, Sport Management Doctoral Committee, Indiana University, Bloomington, IN: 2011 – 2012

**PROFESSIONAL**

Chair, *International Association for Communication & Sport*: 2021 – present

Vice Chair, *International Association for Communication & Sport*: 2018 – 2021

Chair, *North American Society for Sport Management* Nominating Committee: 2014 – 2016

Editorial Review Board Member, *Communication & Sport*: Spring 2019 - present

Editorial Review Board Member, *International Journal of Sport Management*: 2016 – 2019

Ad hoc Reviewer, *International Journal of Information Management*

Ad hoc Reviewer, *New Media & Society*

Ad hoc Reviewer, *Mass Communication & Society*

Ad hoc Reviewer, *Online Information Review*

Ad hoc Reviewer, *Imagination, Cognition, & Personality*

Ad hoc Reviewer, *International Journal of Sport Communication*

Ad hoc Reviewer, *Communication & Sport*

Ad hoc Reviewer, *Sport Management Review*

Ad hoc Reviewer, *Journal of Sport Management*

Ad hoc Reviewer, *International Journal of Sport Management and Marketing*

Ad hoc Reviewer, *Sport in Society*

Ad hoc Reviewer, *Sport Management Education Journal*

Ad hoc Reviewer, *Journal of Global Sport Management*

Abstract Reviewer, *North American Society for Sport Management Conference*. Orlando, FL.

Abstract Reviewer, *11<sup>th</sup> Summit on Communication and Sport*. Bloomington, IN

Abstract Reviewer, *10<sup>th</sup> Summit on Communication and Sport*. Phoenix, AZ

Abstract Reviewer, *9<sup>th</sup> Summit on Communication and Sport*. Grand Rapids, MI.

Abstract Reviewer, *8<sup>th</sup> Summit on Communication and Sport*. Charlotte, NC.

Judge, Student Case Competition, *11<sup>th</sup> Annual Conference of the Sport Marketing Association*. Albuquerque, NM

Judge, Student Case Competition, *10<sup>th</sup> Annual Conference of the Sport Marketing Association*. Orlando, FL

Abstract Reviewer, *10<sup>th</sup> Annual Conference of the Sport Marketing Association*. Orlando, FL

Moderator, *9<sup>th</sup> Annual Conference of the Sport Marketing Association*. Houston, TX

**REVISED: October 17, 2021**