

Brandon C. Bouchillon, Ph.D.

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PROFESSIONAL SUMMARY

Dr. Brandon C. Bouchillon is an accomplished scholar and educator in the field of Communication, specializing in computer-mediated communication and its impact on democracy and society. With a strong record of research, teaching, and service, Dr. Bouchillon is committed to challenging students and confronting complexities in contemporary society through survey and experimental research. His interdisciplinary approach and focus on technology position him to lead in areas of communication and public affairs well into the future.

AREAS OF EXPERTISE

- Social media and emerging technologies
- Impact of digital platforms on democracy and society
- Trust, prejudice, and political engagement in online environments
- Interdisciplinary research spanning sociology, psychology, communication, and political science
- Innovative research methodologies including the construction of roleplaying games, as well as path modeling, surveys, and experiments

EDUCATION

Ph.D. in Mass Communications (2014)
Texas Tech University

M.A. in Communication (2011)
East Tennessee State University

B.S. in Journalism (2007)
Middle Tennessee State University

PROFESSIONAL APPOINTMENTS

West Chair of Excellence – Department of Communication
University of Tennessee at Chattanooga (1/1/2026–present)

Associate Professor – School of Journalism & Strategic Media
University of Arkansas (8/19/2023–12/31/2025)

Assistant Professor – School of Journalism & Strategic Media
University of Arkansas (8/19/2018–5/1/2023)

Visiting Assistant Professor – Department of Communication
Indiana-Purdue University Fort Wayne (8/19/2016–5/1/2018)

Visiting Assistant Professor – Department of Mass Communication
University of North Carolina Asheville (8/19/2014–5/1/2016)

RESEARCH HIGHLIGHTS

- Pioneered research on the influence of social media on trust, prejudice, and political engagement
- Published groundbreaking work on the role of computer-mediated communication in bridging digital and physical social realities
- Contributed to a broader understanding of how digital competence impacts social capital and interpersonal relationships
- Advanced knowledge on the use of gamification and roleplaying for building trust and reducing prejudice

BOOK

Bouchillon, B. C. (2022). *Competence, presence, trust, and hyperpersonal-ness: Dissolving the boundary between digital and physical life*. Lexington Books.

REFEREED JOURNAL PUBLICATIONS

Bouchillon, B. C. (in press). Role-playing as immigrants for learning to trust: Constructing a theory of experiential contact. *Social Science Computer Review*.

Bouchillon, B. C. (2026a). Group texting and subjective well-being: Age and CMC competence shape the emotional and cognitive benefits. *Telematics and Informatics*, 105, Article 102375. <https://doi.org/10.1016/j.tele.2026.102375>

Bouchillon, B. C. (2026b). Learning to trust immigrants: Testing a game-based experiential role-playing intervention in the United States. *Computers in Human Behavior Reports*, 23, Article 101210. <https://doi.org/10.1016/j.chbr.2026.101210>

Bouchillon, B. C. (2025). Anything but politics: Connectedness in networked social groups for addressing prejudice. *Social Science Computer Review*, 44(2), 271–294. <https://doi.org/10.1177/08944393251320059>

Stoker, K., & Bouchillon, B. C. (2025). Expanding the limits of 'mere newspaper reporting': The interpretive reporting of William Bolitho Ryall. *American Journalism*, 42(2), 154–171. <https://doi.org/10.1080/08821127.2025.2490480>

Bouchillon, B. C. (2024a). How to fight loneliness: The importance of networked friendship quality and self-esteem differs with age. *Telematics and Informatics*, 96, Article 102212. <https://doi.org/10.1016/j.tele.2024.102212>

Bouchillon, B. C. (2024b). The changing importance of competence generationally: Developing trust, online and offline. *Human Behavior and Emerging Technologies*, 2024, Article 5822992. <https://doi.org/10.1155/2024/5822992>

Jennings, F. J., Bouchillon, B. C., Bramlett, J. C., Stewart, P. A., Eubanks, A. D., & Miller, J. M. (2024). Visual overload: The influence of broadcast social media visuals on televised debate viewing outcomes. *Journal of Visual Political Communication*, 10(2), 151–172. https://doi.org/10.1386/jvpc_00029_1

Bouchillon, B. C. (2023). Interpersonal and computer-mediated competence for prejudice reduction: Learning to interact digitally and physically during the pandemic. *Social Science Computer Review*, 42(4), 870–891. <https://doi.org/10.1177/08944393231219192>

Bouchillon, B. C., & Stewart, P. A. (2023). Computer games, trust, and immediacy: Role-playing as immigrants in the South. *Computers in Human Behavior*, 140, Article 107571.
<https://doi.org/10.1016/j.chb.2022.107571>

Bouchillon, B. C. (2022). The real value of fake Internet points: Networked social likes, life satisfaction, and loneliness. *Social Science Computer Review*, 41(5), 1729–1744.
<https://doi.org/10.1177/08944393221117908>

Bouchillon, B. C. (2021). Social networking for social capital: The declining value of presence for trusting with age. *Behaviour & Information Technology*, 41(7), 1425–1438.
<https://doi.org/10.1080/0144929X.2021.1876765>

Bouchillon, B. C. (2020). Social networking for interpersonal life: A competence-based approach to the rich get richer hypothesis. *Social Science Computer Review*, 40(2), 309–327.
<https://doi.org/10.1177/0894439320909506>

Bouchillon, B. C., & Stewart, P. A. (2020). Games-based trust: Role-playing the administrative experience of immigrants. *New Media & Society*, 23(3), 479–496. <https://doi.org/10.1177/1461444819900557>

Bouchillon, B. C. (2019a). Facebooking for good: Online contact to address offline conflict. *Social Science Computer Review*, 39(3), 353–370. <https://doi.org/10.1177/0894439319874052>

Bouchillon, B. C. (2019b). Supplementing access to social capital over time: Computer-mediated communication competence for social-resource development. *Social Science Computer Review*, 39(6), 1056–1074. <https://doi.org/10.1177/0894439319895500>

Bouchillon, B. C. (2018). Patching the melting pot: Sociability in Facebook groups for engagement, trust, and perceptions of difference. *Social Science Computer Review*, 37(5), 611–630.
<https://doi.org/10.1177/0894439318791241>

Bouchillon, B. C., & Gotlieb, M. (2017). Making them count: Facebook sociability for optimizing the accumulation of social capital. *Social Science Computer Review*, 35(3), 299–318.
<https://doi.org/10.1177/0894439315626422>

Bouchillon, B. C. (2014). Social ties and generalized trust, online and in person: Contact or conflict—the mediating role of bonding social capital in America. *Social Science Computer Review*, 32(4), 506–523. <https://doi.org/10.1177/0894439313513076>

NATIONAL AND INTERNATIONAL PAPERS AND PRESENTATIONS

Bouchillon, B. C. (2026a). Developing intercultural, interpersonal, and computer-mediated social competence: Cascading effects in competency network theory. Paper presented to the Interpersonal Communication Division for the annual meeting of the International Communication Association (ICA), Cape Town, SA.

Bouchillon, B. C. (2026b). Learning to trust immigrants: Testing a national role-playing intervention in the United States. Paper presented to the Communication Theory and Methodology Division for the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, LA. [First Place Open Competition Paper].

Bouchillon, B. C. (2026c). Reducing prejudice and improving perceptions of immigrants. The use of game-based role-playing to avoid preaching to the choir. Paper presented to the Political Communication Division for the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

Bouchillon, B. C. (2026d). Role-playing as immigrants in America: Improving outgroup perceptions and reducing social distance. Paper presented to the Communication and Technology Division for the annual meeting of the International Communication Association (ICA), Cape Town, SA.

Bouchillon, B. C. (2026e). Role-playing as immigrants from Mexico: Constructing a theory of experiential contact. Paper presented to the International Communication Division for the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

Bouchillon, B. C. (2025). Group texting and subjective well-being: Age and CMC competence shape the emotional and cognitive benefits. Paper presented to the Communication Theory and Methodology Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Bouchillon, B. C. (2024a). Anything but politics: Social connectedness in networked social groups for addressing prejudice. Paper presented to the Minorities and Communication Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.

Bouchillon, B. C. (2024b). Improving self-esteem and reducing loneliness: The changing importance of networked friendship quality generationally. Paper presented to the International Communication Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.

Bouchillon, B. C. (2024c). Social contact and competence generationally: Learning to trust online and off. Paper presented to the Political Communication Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.

Bouchillon, B. C. (2023). Games-based trust during COVID-19: Role-playing the administrative experience of immigrants. Paper presented to the Communication and Technology Division for the annual meeting of the International Communication Association (ICA), Toronto, ON.

Bouchillon, B. C. (2022). Digital and physical prejudice reduction: The utility of social competence during COVID-19. Paper presented to the Communication Theory and Methodology Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI.

Bouchillon, B. C., & Stewart, P. A. (2020a). Gamifying trust: Roleplaying the administrative experience of immigrants. Paper presented to the Instructional and Developmental Communication Division for the annual meeting of the International Communication Association (ICA), Gold Coast, AU.

Bouchillon, B. C., Jennings, F. J., Eubanks, A. D., Stewart, P. A., & Miller, J. M. (2020b). Visual overload: Drawbacks of displaying Twitter feeds during presidential primary debates. Paper presented to the Political Communication Division for the annual meeting of the International Communication Association (ICA), Gold Coast, AU.

Bouchillon, B. C. (2019a). Perceptions of realness on Facebook: The role of social presence in communicating competently online. Paper presented to the Communication and Technology Division for the annual meeting of the International Communication Association (ICA), Washington, D.C.

Bouchillon, B. C. (2019b). Social computing for generalized trust: The value of presence for establishing contact theory online. Paper presented to the Political Communication Interest Group for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, ON.

Bouchillon, B. C. (2019c). Social networking for interpersonal life: Facebook use and the forms of competence. Paper presented to the Communication Theory and Methodology Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, ON.

Bouchillon, B. C. (2018a). The more “weak ties” get together: Facebook use in the creation of bridging social capital. Paper presented to the Communication and Technology Division for the annual meeting of the International Communication Association (ICA), Prague, CZ.

Bouchillon, B. C. (2018b). Overriding the threat dynamic: Facebook sociability for trust and perceptions of difference. Paper presented to the Communication Theory and Methodology Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Bouchillon, B. C., & Gotlieb, M. (2015). Making them count: Socializing on Facebook to optimize the accumulation of social capital. Paper presented to the Communication Theory and Methodology Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Thorson, K., Gotlieb, M., & Bouchillon, B. C. (2014). Young citizens and opt-in engagement: Designing online networks of information and mobilization. Paper presented to the Political Communication Division for the annual meeting of the International Communication Association (ICA), Seattle, WA.

Bouchillon, B. C. (2013). The media's role in demobilization: Framing trends, Susan G. Komen, and the Planned Parenthood reversal. Paper presented to the Organizational Studies Division for the annual meeting of the International Communication Association (ICA), London, UK.

Bouchillon, B. C., & Stoker, K. (2012). Literary journalism 'tintured with magic': The subjectivity of William Bolitho. Paper presented to the History Division for the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

CHAired CONFERENCE SESSIONS

Bouchillon, B. C. (2026a). Mitigating Stressors: Enjoyment, Verification, and Everyday Platform Use. Paper Session moderated for the Communication and Technology Division at the annual meeting of the International Communication Association (ICA), Cape Town, SA.

Bouchillon, B. C. (2026b). Theoretical Advancements in Interpersonal Communication Research. Paper session moderated for the Interpersonal Communication Division at the annual meeting of the International Communication Association (ICA), Cape Town, SA.

Bouchillon, B. C. (2020a). Playing the part: Virtual reality, gamification, and case studies in instructional communication [Conference Session]. Moderated for the Instructional and Developmental Communication Division at the annual meeting of the International Communication Association (ICA), Gold Coast, AU.

Bouchillon, B. C. (2020b). Trolling and online discussions [Conference Session]. Moderated for the Communication & Technology Division at the annual meeting of the International Communication Association (ICA), Gold Coast, AU.

Bouchillon, B. C. (2019). Mitigating fallout while blowing up the silos: Best practices for teaching print and multimedia journalism in tandem [Teaching Panel]. Created and moderated on behalf of the Arkansas School of Journalism & Strategic Media at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, ON.

MEDIA APPEARANCES

Travis, J. (2024, December 19). Could social networking help young people fight loneliness? *KUAF (NPR Affiliate)*.
<https://www.kuaf.com/show/ozarks-at-large/2024-12-19/could-social-networks-help-young-people-fight-loneliness>

Hill, T. (2021, December 30). How has the pandemic impacted communication? *KNWA*. <https://www.nwahomepage.com/news/how-has-the-pandemic-impacted-communication/>

Bouchillon, B. C. (2020, February 4). Learn to trust immigrants by role-playing in their shoes. *The Conversation*. Republished by *Popular Science*, *San Francisco Chronicle*, and *Seattle Post-Intelligencer*.
<https://theconversation.com/learn-to-trust-immigrants-by-role-playing-in-their-shoes-130775>

HONORS/AWARDS

Arkansas

2021–2025	Fulbright Honors Council
2019–2025	Affiliate, Center for Communication Research
2022	Graduate Coordinator, Journalism & Strategic Media
2021–2022	Connor Fellow
2021	Outstanding Mentor, Enrollment Services
2020–2021	Honors Coordinator, Journalism & Strategic Media
2019	Book Grant, Research & Innovation
2019	New Faculty Commendation for Teaching

IPFW

2018	Diversity and Multicultural Affairs Panel: "Covering Charlottesville"
2017	<i>IPFW Student Media</i> Dean's Grant (\$10,000)
2017	Diversity and Multicultural Affairs Panel: "Real News, Fake News, Telling the Difference"
2016	Omnibus Lecture Introductory Speaker: "An Evening with Charlie Savage"

UNC Asheville

2015–2016	Distinguished Teacher of the Year, Finalist
2015	Journalism Panel: "Q+A with Lane DeGregory"

2014 Faculty Research Award

Texas Tech

2011–2013 Helen DeVitt Jones Graduate Fellowship
 2013 Texas Tech Graduate Research Award
 2013 Kelsey Lauren Kidd Memorial Scholarship
 2012 Choc Hutcheson Graduate Scholarship

ETSU

2010–2011 James H. Quillen Distinguished Scholar

MTSU

2007 URECA Undergraduate Research Grant
 2003 Buchanan Fellowship + Presidential Scholarship

Other Recognition

2003 Regional Voice of America, Veterans Affairs
 2003 Tri-Cities Voice of America, Veterans Affairs

GRANTS AND FUNDING

"The Social, Emotional, and Cognitive Implications of Artificial Intelligence," \$5,500 awarded from the University of Tennessee at Chattanooga College of Arts and Sciences.

"Learning to Trust by Role-Playing as Immigrants," \$285,340 requested from the National Science Foundation.

"Competence, Presence, Trust, and Hyperpersonal-ness," \$6,000 awarded from Arkansas Research & Innovation.

"Facebooking for Good: Diverse Contact Online for Learning to Trust," \$48,795 requested from the Facebook for Democracy Grant.

"Virtual Social Capital: Immersive Ways of Interacting for Learning to Trust," \$46,404 requested from Arkansas Innovation + Collaboration.

JOURNALISM EXPERIENCE

2012–2016	<i>Mountain Xpress</i> (Asheville, NC)
2009–2010	<i>Glide Magazine</i> (Boston, MA)
2008–2010	<i>Jambase</i> (San Francisco, CA)
2007–2008	<i>The Murfreesboro Pulse</i> (Murfreesboro, TN)
2006–2007	<i>Exposure</i> (Murfreesboro, TN)
2006–2007	<i>Collage</i> (Murfreesboro, TN)
2004–2006	<i>Kingsport Times-News</i> (Kingsport, TN)
2004–2006	<i>GoTriCities</i> (Kingsport, TN)
2003–2005	<i>Sidelines</i> (Murfreesboro, TN)

COURSES TAUGHT

Arkansas

Graduate/Honors Research Methods (Spring 2021, 2022, 2023, 2024)
Instructor, Journalism

Multimedia Journalism (Fall 2018, 2019, 2020, 2021, 2022, 2023)
Instructor, Journalism

News Reporting (Fall 2019–Spring 2024)
Instructor, Journalism

Broadcast News Reporting (Spring 2020)
Instructor, Journalism

Broadcast News Reporting Lab (Fall 2018–Fall 2019)
Lab Instructor, Journalism

IPFW

News Reporting (Fall 2016–Spring 2018)
Instructor, Communication

Digital Storytelling (Spring 2017, 2018)
Instructor, Communication
Feature Writing (Fall 2016, Spring 2018)
Instructor, Communication

Advanced Multimedia Production (Fall 2016, 2017)
Instructor, Communication

UNC Asheville

Mobile Journalism (Spring 2016)
Instructor, Mass Communication

The Individual in the Contemporary World (Spring 2016)
Instructor, Humanities

Basic Journalism (Fall 2014–Spring 2016)
Instructor, Mass Communication
Media, Ethics and Society (Fall 2015)
Instructor, Mass Communication

Feature Writing (Fall 2014, 2015)
Instructor, Mass Communication

Texas Tech

Feature Writing (Fall 2013, Spring 2014)
Graduate Instructor, Media & Communication

News Reporting (Spring 2012–Spring 2013)
Lab Instructor, Media & Communication

UNIVERSITY SERVICE

Arkansas

Travel Committee Chair (2023-2025)
Graduate Committee (2023-2025)
Personnel Committee (2023-2025)
Honors Council (2022-2025)
New Student Orientation Advisor (2021–2025)
Honors Service Learning Project (2020–2025)
Journalism Faculty Search Committee (2022-2023)
Public Relations Faculty Search Committee (2022-2023)
Curriculum Committee (2018–2023)
Graduate Coordinator (2022)
Honors Coordinator (2020–2021)

IPFW

Faculty Advisor, *IPFW Student Media*
News Lab Coordinator, Department of Communication

First-Destination Survey Committee (Fall 2017–Spring 2018)
 Academic Appeals Committee (Fall 2016–Spring 2018)

UNC Asheville

Faculty Advisor, *The Asheville Current*
 Academic Advisor, Department of Mass Communication
 Interdisciplinary Instructor, Humanities Program
 HS Journalism Day Planning Committee (Fall 2014–Spring 2016)

Texas Tech

Affiliated Researcher, Hispanic & International Communication

PROFESSIONAL SERVICE

2026	Rater, Project Inspire (Public Education Foundation)
2026	Reviewer, <i>Communication Research</i>
2025	Reviewer, <i>Humanities and Social Sciences Comm.</i>
2025	Reviewer, <i>Scientific Reports</i>
2025	Reviewer, <i>Applied Economics</i>
2024	Reviewer, <i>Journal of Entertainment Computing</i>
2020–2024	Reviewer, <i>New Media & Society</i>
2023	Reviewer, <i>Journal of Happiness Studies</i>
2022	Reviewer, <i>Journal of Social & Personal Relationships</i>
2022	Reviewer, <i>PLOS One</i>
2019–2022	Reviewer, <i>Behaviour & Information Technology</i>
2021	Reviewer, <i>European Societies</i>
2021	Reviewer, <i>Public Opinion Quarterly</i>
2021	Reviewer, <i>Mass Communication and Society</i>
2020–2021	Reviewer, <i>Politics and the Life Sciences</i>
2018–2021	Reviewer, <i>Computers in Human Behavior</i>
2017–2021	Reviewer, <i>Social Science Computer Review</i>
2020	Reviewer, <i>International Journal of Communication</i>
2019–2020	Social Media Manager, CT&M Division (AEJMC)
2019–2020	Reviewer, <i>Communication Theory</i>

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication
 Communication Theory and Methodology Division

International Communication Association
 Communication and Technology Division