

PROMOTION RECOMMENDATION  
The University of Michigan  
College of Literature, Science, and the Arts

Scott W. Campbell, assistant professor of communication studies, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of communication studies, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:

Ph.D.	2002	University of Kansas
M.A.	1999	University of Missouri, Kansas City
B.J.	1992	University of Nebraska, Lincoln

Professional Record:

2005 – present	Assistant Professor, Department of Communication Studies, University of Michigan
2002 – 2005	Assistant Professor, College of Communication, Hawaii Pacific University

Summary of Evaluation:

Teaching – Professor Campbell is a rigorous classroom teacher who has taken on a range of courses, from large required lecture classes to small senior and graduate level seminars. He teaches courses on the social consequences of mobile communications, on human-computer interactions, and on the media and public affairs. Professor Campbell consistently receives very high evaluations for teaching excellence. Students especially admire his enthusiasm and respect his knowledge of the subject matter, preparation for class, and his willingness to meet with students outside the classroom. He is currently the director of Communication Studies' Honors Program, and he mentors and works with a growing number of doctoral candidates.

Research – Professor Campbell is a pioneering scholar who is at the top of his cohort. He has played a central role in establishing an entirely new field of study in his discipline, namely the analysis of the uses and effects of mobile communications. He has authored seventeen articles in peer-reviewed scholarly journals, nine chapters in scholarly books or handbooks, and is co-author of two edited collections on mobile communications. His work is especially notable for developing analytical categories through which we can see our everyday use of cell phones as a manifestation of much broader interpersonal, social, and political change in the 21<sup>st</sup> century. This year, when the Pew Research Center and its Internet and American Life Project sought to conduct a nationwide study of how teens were using mobile phones, there was only one American scholar they approached to collaborate with them: Professor Campbell. His productivity and contributions to the field are exemplary and provide ample evidence of a research agenda that is innovative and robust.

Recent and Significant Publications:

“Political involvement in ‘mobilized’ society: The interactive relationships among mobile communication, network characteristics, and political participation,” with N. Kwak, *Journal of Communication*, forthcoming.

“Mobile communication and social capital: An analysis of geographically differentiated usage patterns,” with N. Kwak, *New Media and Society*, 12(3), 2010, pp. 435-451.

*The reconstruction of space and time: Mobile communication practices*, with R. Ling (ed.), Transaction Publishers, 2009.

“Perceptions of mobile phone use in public settings: A cross-cultural comparison,” *International Journal of Communication*, 1(1), 2007, available at <http://ijoc.org/ojs/index.php/ijoc/article/view/169>.

Service – Professor Campbell has been a constructive participant in faculty meetings, retreats, and strategic discussions about the future direction of the department. He has served on three search committees, one of which he chaired. At the national level, he serves as a reviewer for many of the top journals in his field, has become an associate editor for *Human Communication Research*, and organized an important and well-attended preconference for the International Communication Association on mobile communication.

#### External Reviews:

##### Reviewer (A)

“Professor Campbell’s work is characterized by a strong grasp of theory, using it to frame pertinent research questions, which are then investigated through quantitative research and interpretations. ... I would place Professor Campbell towards the top of new communication and media scholars of his generation. ... It is highly significant that Professor Campbell has collaborated with one of the world’s leading mobile scholars...in various papers and two high-quality, high-impact, carefully curated book collections.”

##### Reviewer (B)

“Professor Campbell was one of the first communication scholars to focus on this important area [mobile media], especially in the United States. ...[he] has had to innovate methodologically to be able to study the social and political implications of mobile technology uses. ... The ability to bring together contributions about mobile communication from an impressive list of researchers from across the globe signals Professor Campbell’s ability to mobilize people around an important topic.”

##### Reviewer (C)

“...his publication trajectory shows a record of publication commensurate with that of a senior scholar, and it clearly reflects the degree to which his work is in demand as it moves from journal articles to book chapters and books. ...his work is forming a part of the canon in mobile communication research. There is no question that he has achieved the recognition among his peers due a more senior scholar.”

##### Reviewer (D)

“I have found his work to be highly original both in terms of the topics he has tackled and the methodologies he uses... This originality is all the more impressive because there are few guideposts to draw upon... Overall, I believe Dr. Campbell’s scholarship is outstanding with respect to originality and quality. ... Dr. Campbell gives praiseworthy presentations, using clear and accessible logic to make his points. ... He is generous with his time and energies to help others as they write articles or conduct their research.”

Reviewer (E)

“Scott has a proven track record as a researcher and teacher. He has used both qualitative and quantitative methods, and he has a demonstrated ability to identify and pursue meaningful research. He has an excellent record of publication, he is an accomplished teacher, and perhaps most importantly he has a generous spirit that makes him a valuable asset to your department. ... I firmly believe that Scott Campbell has already made significant contributions to this emerging field and that his reputation – and, concomitantly, that of Michigan – will continue to grow.”

Reviewer (F)

“If Scott’s body of published and pending work is taken as a whole, and his scholarly trajectory considered, he displays all the signs of an assistant professor ready for promotion... His program of study will likely prove to have a lasting effect on the field of communication studies and beyond. ...the profile presented in his tenure portfolio indicates that research is not the only strength he brings to the faculty.”

Reviewer (G)


“...Dr. Campbell is outstanding with a solid record in scholarly productivity. ... His visibility is unquestionable in this rapid-growing field of mobile communication.”

Reviewer (H)

“Prof. Campbell is one of the world leaders in the study of Mobile Communication... He clearly specializes in this, but his writing shows a good deal of scholarly breadth as he sets mobile communication in context. He also brings a welcome sociological breadth to a field which as largely concentrated on psychological explanations.”

Summary of Recommendation:

Professor Campbell is a pioneering scholar at the top of his cohort. He is a dedicated classroom teacher and advisor to students, and a responsible citizen of the department. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Assistant Professor Scott W. Campbell be promoted to the rank of associate professor of communication studies, with tenure, in the College of Literature, Science, and the Arts.

  
Terrence J. McDonald  
Arthur F. Thurnau Professor,  
Professor of History and Dean  
College of Literature, Science, and the Arts

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