

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

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

2011 – present	Associate Professor and Constance F. and Arnold C. Pohns Endowed Professor of Telecommunications, Department of Communication Studies, University of Michigan
2005 – 2011	Assistant Professor, Department of Communication Studies, University of Michigan
2002 – 2005	Assistant Professor, College of Communication, Hawaii Pacific University

Summary of Evaluations:

Teaching – Professor Campbell is a highly experienced teacher who has taught the full range of undergraduate and graduate classes—from large introductory courses to small advanced graduate seminars. Across these diverse learning environments, he has given careful thought to enhancing student engagement and has been an innovator in the use of technologies in the classroom. Student evaluations show that he is a serious and engaged teacher. Professor Campbell advises a number of Ph.D. students, serving them well as an attentive mentor.

Research – Professor Campbell is a recognized leader in his focus on social and cultural phenomena related to mobile communication. It would be virtually impossible for a reviewer of this new and evolving field of scholarship NOT to draw on and cite the theories and findings of his papers, chapters, and articles. Professor Campbell started to work in the field before it was even recognized as an active area of scholarship. Since 2011, when he was promoted to associate professor, he has published 27 publications, twelve of which are articles in impact-rated peer-reviewed journals and many of the remaining are in the top journals in his field. In 2011, he co-edited a well-received book on mobile communication. In 2015, he received a contract from Oxford University Press to publish his sole-authored book entitled, Mobile Communication and Social Connectedness.

Recent and Significant Publications:

“Connection cues: Activating mobile communication norms and habits,” with J. B. Bayer and R. Ling, *Communication Theory*, in press.

“Predictors of mobile sexting among teens. Toward a new explanatory framework,” with Y-J Park, *Mobile Media & Communication*, 2(1), 2014, pp. 20-39.

“Mobile communication and strong network ties: Shrinking or expanding spheres of political dialogue?” with N. Kwak, *New Media and Society*, 14(2), 2012, pp. 262-280.

“Political involvement in ‘mobilized’ society: The interactive relationships among mobile communication, network characteristics, and political participation,” with N. Kwak, *Journal of Communication*, 61(6), 2011, pp. 1005-1024.

Service – Professor Campbell has come forward to serve in many important departmental roles, including his two-year service as a member of the Executive Committee. Professor Campbell has also been active in consolidating the research area of mobile communication within the field more broadly. He has been an associate editor of a top journal, *Human Communication Research*.

#### External Reviewers:

##### Reviewer (A)

“The tools that Scott Campbell uses to analyse [sic] and reconstruct theoretical developments are extremely sophisticated and variegated, including conceptual and theoretical elements from the fields of sociology, social psychology, and also pedagogy. This great variety of analytical and critical tools enables him to keep the discussion at a very high and rigorous level of exposition and intellectual tension.”

##### Reviewer (B)

“In my view, Professor Campbell is an outstanding communication scholar. His contribution has been in the area of mobile communication, which has emerged as fertile and consequential domain for understanding communication itself. Indeed Professor Campbell himself is the key figure in this achievement — because of his systematic research on the distinctiveness of mobile communication, how it fits into social connection and disconnection, its role in civic life...and public life...”

##### Reviewer (C)

“Prof. Campbell has one of the most strongly focused research agendas I have seen... I cannot help but be impressed by the thoughtfulness of the research program Prof. Campbell has organized. ...Campbell has chosen in his analyses to inquire about what mobile media use means to its users... He is also clearly concerned with advancing understanding of what mobility means for the study of communication, [more] broadly.”

##### Reviewer (D)

“In terms of peer-reviewed articles, Dr. Campbell has been successful in having his research published in high status peer-reviewed journals, which are read closely by researchers both in the subdiscipline of media studies, as well as in flagship publications, which address the concerns of the broad field of communication studies. ... I have found his work to be highly original both in terms of the topics he has tackled and the methodologies he uses to shed light upon his research questions.”

##### Reviewer (E)

“‘Political Involvement in ‘Mobilized’ Society: The Interactive Relationships Among Mobile Communication, Network Characteristics, and Political Participation’... This paper was

published in the *Journal of Communication* in 2011... It is notable that this paper was published in this venue, namely one of the premier venue[s] for communication studies. It speaks [of] the quality of the work. In addition, it was one of the first articles on mobile communication that was published in such a prestigious journal. Thus, this article marks the establishment of mobile communication as a serious sub-discipline.”

Reviewer (F)

“...Professor Scott Campbell has devoted himself to a clear research program on mobile communication, with evolving interests but a central focus on mobile communication affordances and use, and their relation to networks and civic discourse. ... His work is very thoughtful and substantive, as well as able to distinguish important but overlooked differences in influences and outcomes (such as smaller vs larger homogenous networks, public and private space, and content and form of use).”

Reviewer (G)

“His work has become central to this growing domain of research, a fact that has made him among the most widely cited scholars [in his cohort] studying emerging communication technologies. ... I believe Scott has a research record and trajectory that merit promotion to full professor. I offer this judgment without reservation.”

Summary of Recommendation:

Professor Campbell is an accomplished and influential scholar. He is also an excellent teacher, mentor, and provider of service. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Associate Professor Scott W. Campbell be promoted to the rank of professor of communication studies, with tenure, College of Literature, Science, and the Arts.



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Andrew D. Martin, Dean  
Professor of Political Science and Statistics  
College of Literature, Science, and the Arts

May 2016