

MICHAEL P. BOYLE, Ph.D.
Department of Communication & Media
West Chester University
West Chester, PA 19383

Contact information
Email: mboyle@wcupa.edu
[Google Scholar Profile](#)

EDUCATION

Ph.D., **University of Wisconsin at Madison** – Journalism and Mass Communication
M.A., **University of Delaware** – Mass Communication
B.A., **East Stroudsburg University** – Media Studies

POSITIONS HELD

West Chester University:

Associate Dean (Interim) of the College of Arts & Humanities – 2024 to present
Graduate Coordinator – 2023 to 2024
Department Chairperson – 2020 to 2023
Assistant Department Chairperson – 2013 to 2015; 2017 to 2020
Professor – 2016 to present
Associate Professor – 2011 to 2016
Assistant Professor – 2006 to 2011

Wichita State University:

Assistant Professor – 2004 to 2006

RESEARCH AREAS

Mass media and social protest; News coverage and implications of social conflicts and controversies;
Third-person perceptions and effects; Fact-checking and media literacy.

TEACHING AREAS

Research methods; Mass communication theory; Video production; Sports media production.

BOOKS, BOOK CHAPTERS, & BOOK REVIEWS

Boyle, M.P. (2026 – forthcoming / under contract). *The introduction to sports media production handbook*. Kendall Hunt.

Boyle, M.P. (2026 – forthcoming / under contract). Using fun-size candy packs to teach descriptive

- statistics. In J. Bowman (Ed.), *Teaching research methods in communication studies* (xxx-xxx). Edward Elgar Publishing.
- Boyle, M.P., & Rainear, A. (Eds.). (2025). *Evolving journalism research methods: Applications, trends, analyses*. Routledge.
- Schmierbach, M., & Boyle, M.P. (2025). Exploring question order effects: Implications for questionnaire design. In M.P. Boyle and A. Rainear (Eds.), *Evolving journalism research methods: Applications, trends, analyses* (pp. 136-146). Routledge.
- Oeldorf-Hirsch, A., Appleman, A., Schmierbach, M., & Boyle, M.P. (2025). Stimulus creation for experiments: A case study using media literacy videos. In M.P. Boyle and A. Rainear (Eds.), *Evolving journalism research methods: Applications, trends, analyses* (pp. 280-291). Routledge.
- Boyle, M.P., & Schmierbach, M. (2023). *Applied communication research methods: Getting started as a researcher – 3rd edition*. Routledge.
- Boyle, M.P., & Schmierbach, M. (2020). *Applied communication research methods: Getting started as a researcher – 2nd edition*. Routledge.
- Boyle, M.P., & McLeod, D.M. (2018). News framing and social protest: Toward a comprehensive model. In P. D'Angelo (Ed.), *Doing news framing analysis 2: Empirical and theoretical perspectives* (pp. 295-319). Routledge.
- McLeod, D.M., Shah, D.V., Schmierbach, M.G., Boyle, M.P., & Armstrong, C.L. (2015). Group perceptions and expressive action. In D.M. McLeod and D.V. Shah (Eds.), *Covering "Big Brother": How news frames shape support for national security* (pp. 143-156). Cambridge University Press.
- Boyle, M.P., & Schmierbach, M. (2015). *Applied communication research methods: Everything you need to get started*. Routledge.
- Boyle, M.P. (2012). Book review for *Soundbitten: The Perils of Media-Centered Political Activism* by Sarah Sobieraj. *Political Science Quarterly*, 127, 492-493.
- Shah, D.V., Boyle, M.P., Schmierbach, M. Keum, H., Armstrong, C.L. (2009). Specificity, complexity, and validity: Rescuing experimental research on framing effects. In P. D'Angelo & J.A. Kuypers (Eds.), *Doing News Framing Analysis: Empirical, Theoretical, and Normative Perspectives* (pp. 215-232). Routledge.
- Boyle, M.P. (2007). Protests – Political. In L.L. Kaid & C. Holtz-Bacha (Eds.). *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage Publications.
- McLeod, D.M., Zubric, J., Boyle, M.P. (2005). Jack of all trades: A citation analysis of the work of Jack McLeod. In S. Dunwoody, L.B. Becker, G. Kosicki, and D.M. McLeod (Eds.). *The Evolution of Key Mass Communication Concepts: Honoring Jack McLeod*. Hampton Press.

PEER-REVIEWED PUBLICATIONS

- Oeldorf-Hirsch, A., Schmierbach, M., Boyle, M.P., & Appelman, A. (2024). The influence of fact-checking is disputed!: The role of party identification in processing and sharing fact-checked social media posts. *American Behavioral Scientist*, *68*(10), 1345-1365. doi.org/10.1177/00027642231174335
- Boyle, M.P. (2022). Protesting white supremacy: Race and the status quo in news coverage of the anti-segregation rallies in Forsyth County, Georgia. *Atlantic Journal of Communication*, *30*(5), 451-466. doi.org/10.1080/15456870.2021.1951267
- Abdel-Sama, M., Boyle, M.P., Flanigan, S., Garland, C., Jefferson, T., Jeffery, B., Maidhof, C., & Sotiropoulos, G. (2021). Legacies of content: Revisiting the 2011 protest wave. *Contention*, *9*(2), 49-63. doi.org/10.3167/cont.2021.090204
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M.P. (2020). The ineffectiveness of fact-checking labels on news memes and articles. *Mass Communication & Society*, *23*(5), 682-704. doi.org/10.1080/15205436.2020.1733613
- Schmierbach, M., & Boyle, M.P. (2019). Concrete examples of abstract others: Testing exemplar availability as an additional explanation for third-person perceptions. *International Journal of Public Opinion Research*, *32*(3), 510-529. https://doi.org/10.1093/ijpor/edz032
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M.P. (2018). For the birds: Media sourcing, Twitter, and the minimal effect on audience perceptions. *Convergence*, *26*(2), 350-368. https://doi.org/10.1177/1354856518780438.
- Boyle, M.P. (2015). A tale of two sites: Journalist perspectives and patterns in coverage of Occupy Wall Street. *Contention: The Multidisciplinary Journal of Social Protest*, *3*(1), 17-36. doi.org/10.3167/cont.2015.030102
- Boyle, M.P., Schmierbach, M., & McLeod, D.M. (2013). Pre-existing factors or media effect?: Understanding the third person perception. *Atlantic Journal of Communication*, *21*(4), 230-246. doi.org/10.1080/15456870.2013.823967
- Schmierbach, M., Xu, Q., & Boyle, M.P. (2012). The role of exemplification in shaping third-person perceptions and support for restrictions on video games. *Mass Communication and Society*, *15*(5), 672-694. https://doi.org/10.1080/15205436.2011.616278
- Armstrong, C.L., Boyle, M.P., & McLeod, D.M. (2012). A global trend: How news coverage of protests reinforces gender stereotypes. *Journalism Studies*, *13*(4), 633-648. https://doi.org/10.1080/1461670X.2011.616404
- Boyle, M.P., McLeod, D.M., & Armstrong, C.A. (2012). Factors affecting journalistic adherence to the protest paradigm: The influence of protest goals and tactics. *International*

- Journal of Press/Politics*, 17(2), 127-144. <https://doi.org/10.1177/194016121143383>
- Schmierbach, M., Boyle, M.P., Xu, Q., & McLeod, D.M. (2011). Exploring third-person differences between gamers and non-gamers. *Journal of Communication*, 61(2), 307-327. <https://doi.org/10.1111/j.1460-2466.2011.01541.x>
- Armstrong, C.L., & Boyle, M.P. (2011). Views from the margins: News coverage of women in abortion protests, 1960-2006. *Mass Communication & Society*, 14(2), 153-177. <https://doi.org/10.1080/15205431003615901>
- Boyle, M.P., & Sawyer, J.K. (2010). Defining volunteering in media campaigns: An examination of themes from volunteer generated focus groups. *Journal of Community Practice*, 18(1), 40-57. <https://doi.org/10.1080/10705421003753733>
- Boyle, M.P., & Armstrong, C.L. (2009). Measuring level of deviance: Considering the distinct influence of goals and tactics on news treatment of abortion protests. *Atlantic Journal of Communication*, 17(4), 166-183.
- McCluskey, M.R., Stein, S.E., Boyle, M.P., & McLeod, D.M. (2009). Community structure and social protest: Influences on newspaper coverage of social and political protests. *Mass Communication & Society*, 12(3), 353-371.
- Boyle, M.P., & Schmierbach, M. (2009). Media use and protest: The role of mainstream and alternative media in predicting traditional and protest participation. *Communication Quarterly*, 57(1), 1-17.
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2008). Understanding person perceptions: Comparing four common statistical approaches in third-person effects research. *Mass Communication & Society*, 11, 1-21.
- Boyle, M.P., McLeod, D.M., & Rojas, H. (2008). The role of ego enhancement and perceived message exposure in third-person judgments regarding violent videogames. *American Behavioral Scientist*, 52, 165-185.
- Boyle, M.P., Schmierbach, M., & McLeod, D.M. (2007). Ideology, issues, and low information: Implications for voting behavior. *Atlantic Journal of Communication*, 15, 284-302.
- Boyle, M.P., Schmierbach, M., Armstrong, C.L., Cho, J., McCluskey, M.R., McLeod, D.M., & Shah, D.V. (2006). Expressive responses to news stories about extremist groups: A framing experiment. *Journal of Communication*, 56, 1-18.
- Boyle, M.P., McCluskey, M.R., McLeod, D.M., & Stein, S.E. (2005). Newspapers and social protest: An examination of newspaper coverage of social protest from 1960 to 1999. *Journalism & Mass Communication Quarterly*, 82(3), 638-653.
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2005). Civic attachment in the aftermath of September 11. *Mass Communication and Society*, 8(4), 323-346.

- Boyle M.P., McCluskey, M.R., Devanathan, N., Stein, S.E., & McLeod, D.M. (2004). The influence of level of deviance and protest type on coverage of social protest in Wisconsin from 1960 to 1999. *Mass Communication and Society*, 7(1), 43-60.
- Boyle, M.P., Schmierbach, M., Armstrong, C.L., McLeod, D.M., Shah, D.V., & Pan, Z.D. (2004). Information seeking and emotional reactions to the terrorist attacks. *Journalism & Mass Communication Quarterly*, 81(1), 155-167.
- Boyle, M.P., & Schmierbach, M. (2004). Student collected survey data: An examination of data quality and the value of survey research as a learning tool. *Journalism & Mass Communication Educator*, 58, 374-390.
- Cho, J., Boyle, M.P., Keum, H., Shevy, M.D., McLeod, D.M., & Shah, D.V. (2003). Media, terrorism, and emotionality: Affective dimensions of news content and effects after September 11th. *Journal of Broadcasting & Electronic Media*, 47, 309-327.

RECENT & SELECTED CONFERENCE PAPERS AND PRESENTATIONS

- Bacon, J., Boyle, M.P., & Oshaughnessy, J. (2025). Leveraging general education as a tool for financial stability. Council of Colleges of Arts and Sciences (CCAS) annual conference: St. Louis, MO.
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M.P. (2019). Credibility effects of fact-checking labels on social media news posts. Paper presented at the *Association for Education in Journalism in Mass Communication (AEJMC)* annual conference: Toronto, Canada.
- Loketo, J., McLeod, D.M., & Boyle, M.P. (2019). Allies and opponents of the status quo: Partisan news media descriptions of protesters and police in four 21st century protests. Paper presented at the *International Communication Association (ICA)* annual conference: Washington, DC.
- Schmierbach, M., & Boyle, M.P. (2019). The role of exemplification and presumed influence in supporting censorship and media literacy programs aimed at anti-vaccination web sites. Paper presented at the *International Communication Association (ICA)* annual conference: Washington, DC.
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M.P. (2018). Credibility effects of disputed and confirmed information in social media news memes. Paper presented at the *International Communication Association (ICA)* annual conference: Prague.
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M.P. (2016). In Twitter we trust? Testing the credibility of news content from Twitter sources. Paper presented at the *AEJMC* annual conference: Minneapolis, MN.
- Schmierbach, M., & Boyle, M.P. (2015). Probing the role of exemplars in third-person perceptions: Further evidence of a novel hypothesis. Paper presented at the *AEJMC* annual conference: San Francisco, CA.
- Boyle, M.P. (2015). Producing a televised community forum on civic engagement: A case study. Paper presented at the *Eastern Communication Association (ECA)* annual conference: Philadelphia: PA.
- Boyle, M.P., & Schmierbach, M. (2014). We're all in this together: Self-monitoring and collectivism as antecedents to the TPP. Paper presented at the *ICA annual conference: Seattle, WA*.
- Schmierbach, M., & Boyle, M.P. (2013). Explaining third-person perceptions: Comparing self-enhancement, social distance, exposure, normative fit, and exemplar accessibility explanations. Paper presented at the *AEJMC* annual conference: Washington, DC.
- Boyle, M.P., McLeod, D.M., & Armstrong, C.L. (2011). Factors affecting journalistic adherence to the protest paradigm: The influence of protest goals and tactics. Paper presented at the *AEJMC* annual conference: St. Louis, MO.

- Boyle, M.P., & Parcell, L. (2011). What do they want us to do? Global warming Web sites use of mobilizing information. *Paper presented at the AEJMC annual conference: St. Louis, MO.*
- Schmierbach, M., Xu, Q., & Boyle, M.P. (2010). The role of exemplification in shaping third-person perceptions and support for restrictions on video games. *Paper presented at the annual conference: Denver, CO.*
- Boyle, M.P., & Schmierbach, M. (2009). Implications of perceived fairness and issue importance for mediated and interpersonal information seeking. *Paper presented at the Association for Education and Journalism in Mass Communication (AEJMC) annual conference: Boston, MA.*
- Boyle, M.P., Schmierbach, M., & McLeod, D.M. (2009). Pre-existing factors or media effect?: Understanding the third person perception. *Paper presented at the AEJMC annual conference: Boston, MA.*
- Schmierbach, M., & Boyle, M.P. (2009). Understanding issue-specific information seeking in an election context. *Paper presented at the AEJMC annual conference: Boston, MA.*
- Boyle, M.P., & Sawyer, J.K. (2009). Defining volunteering in media campaigns: An examination of themes from volunteer generated focus groups. *Paper presented at the ECA annual conference: Philadelphia, PA.*
- Boyle, M.P., & Schmierbach, M. (2008). Do pictures matter?: Effects of photographs on information seeking and issue involvement. *Paper presented at the AEJMC annual conference: Chicago, IL: *Top-three faculty paper award*
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2008). "I hate Jack Thompson": Exploring third-person differences between gamers and non-gamers. *Paper presented at the AEJMC annual conference: Chicago, IL*
- Schmierbach, M., & Boyle, M.P. (2008). Exploring media-induced information seeking: When does a news story cross from too little to too much? *Paper presented at the AEJMC annual conference: Chicago, IL*
- Armstrong, C.L., & Boyle, M.P. (2007). Views from the margins: News coverage of women in abortion protests, 1960-2006. *Paper presented at the Midwest Association of Public Opinion Research (MAPOR) annual conference: Chicago, IL.*
- Boyle, M.P., & Armstrong, C.L. (2007). Examining the impact of a status quo shift: A study of the impact of Roe v. Wade on news coverage of abortion protest. *Paper presented at the AEJMC annual conference: Washington, DC.*

TEACHING ACTIVITIES

Courses Taught

West Chester University (Fall 2006 – Present)

Intro and Advanced Video Production (MDC 217 & MDC 317)
Mass Media & Social Protest (MDC 420)
Media & Culture Theory (MDC 254)
Communication & Media Research Methods - *undergraduate* (MDC 255)
Communication Research Methods - *graduate* (COM502)
Citizenship, Democracy, and Public Opinion (HON 313)
Public Speaking (SPK 208) and Business & Professional Speaking (SPK 230)

Wichita State University (Fall 2004 – Summer 2006)

Quantitative Research Methods (COMM 803 – graduate course)
The Internet and Beyond: The Impact of New and Emerging Media (COMM 660)
Communication Research and Inquiry (COMM 430)
Visual Communication (COMM 305)
Studio/Video Production (COMM 304)

University of Wisconsin at Madison (Teaching Assistant: Fall 2000 – Spring 2003)

Quantitative Mass Communication Research Methods (JCOM 658)
Mass Media and the Consumer (JCOM 646)
Mass Media Practices (JCOM 202)

University of Delaware (Teaching Assistant: Fall 1998 – Spring 2000)

Business Communication (COMM 312)

RECENT AWARDS, GRANTS, AND SCHOLARSHIPS

Provost's Research Grant: Received \$8,100 (2020)

Funding for research project "The role of mental models in shaping attitudes toward gun violence and gun issue activism.

Mass Communication & Society Division of AEJMC Research Award: Received \$10,000 (2016)

Funding for project testing efficacy of media literacy programs. *Co-submitted with Dr. Mike Schmierbach of Pennsylvania State University.*

College of Arts and Sciences Support and Development Award: \$1,500 (2016)

Co-submitted with Dr. L. Meghan Mahoney. Funding to support content analysis of Twitter coverage of 2014 and 2016 Olympic games with a specific focus on cross-platform marketing.

Faculty-led Study Abroad funding: Received \$2,754 (2015)

Co-submitted with Dr. Ed Lordan. Funding for travel to Ireland to mentor under Dr. Lordan to prepare a future study abroad trip to Ireland.

- Faculty Grants Development (FGD) competition: Received \$2,150 (2012)
Funding for the project titled "Promoting Civic Education and Engagement Through a Community Forum." - Used to support the event "*Bringing campus and community together: A community forum on civic engagement*"
- E. Riley Holman Memorial Faculty Award: \$3,000 (2011)
Honors a faculty member who demonstrates innovative teaching techniques that foster student creativity. Awarded to support work with TV Club and video productions.
- Technology: Beyond Borders West Chester University: \$9,722 (2010)
Funding for "The Course Trailers Project: Promoting Digital Media Creation with Portable Digital Audio/Video Production Suites." *Co-project director with Dr. Phil Thompsen.*
- College of Arts and Sciences Support and Development Award: \$1,600 (2009)
Funding for graduate student coders for analysis of protest coverage.
- Faculty Professional Development Council grant: \$5,560 (2007-2008)
Part of Pennsylvania State System of Higher Education (PSSHE) grant contest. Provided funding for project titled "Analysis and Creation of a Big Brothers/Big Sisters Volunteer Recruitment Campaign." *Co-project director with Dr. J. Kanan Sawyer.*
- Kansas Health Foundation grant: \$148,400 (2005-2006)
Project director for evaluation of Reach Out and Read child literacy campaign. Developed and oversaw statewide four-wave panel survey, content analysis of news coverage of early childhood literacy, and focus group assessing the impact of a statewide literacy campaign.
- University LINK Award: \$2,940 (2005)
Partnership with the Great Plains Earth Institute and Great Plains Nature Center to conduct research on environmental attitudes and activism in Wichita, KS. Developed and oversaw implementation of communitywide phone survey.