

Norman P. Lewis, Ph.D.
Associate Professor, University of Florida

Department of Journalism • College of Journalism & Communications
3052 Weimer Hall • P.O. Box 118400 • Gainesville, FL 32611-8400
352-392-5137 • nplewis@ufl.edu • www.bikeprof.com • @bikeprof

Education

Ph.D. in journalism and public communication, University of Maryland, May 2007

Dissertation: "Paradigm Disguise: Systemic Influences on Newspaper Plagiarism" under Adviser Merrill College Dean Thomas Kunkel

Bachelor's degree in journalism, Eastern Illinois University, May 1979

Graduated cum laude; minor in history, emphasis in computer programming

Employment History

University of Florida, associate professor, November 2018 to present

Cox/Palm Beach Post Professor in New Media for the College of Journalism & Communications

Fulbright Scholar to Kuwait, August 2018 to June 2019

10-month grant to teach and conduct research based at Gulf University for Science and Technology while on sabbatical from UF

University of Florida, associate professor, June 2013 to November 2018

Tenure and promotion to associate professor awarded at the end of my sixth year at the university

University of Florida, assistant professor, August 2007 to June 2013

Teach undergraduate and graduate courses, advise graduate students, chair doctoral committees, and conduct research for peer-reviewed research

Graduate teaching assistant, University of Maryland, August 2004 to June 2007

Taught three courses autonomously and assisted Professor Gene Roberts, including teaching his classes during extended absences

Copy editor, *The Washington Post* financial desk, June 2005 to April 2009

Worked in the D.C. office for two years while living in Maryland and thereafter one day a week remotely from my Gainesville home

Editor, *Skagit Valley Herald*, Mount Vernon, Wash., April 1998 to August 2004

Newspaper named best daily of its size in the Pacific Northwest five of my six years; created Sunday edition in 1999

Publisher and editor, (Butte) *Montana Standard*, January 1994 to April 1998

Promoted to publisher after one year; converted previously all-male leadership team into majority-female team; 94 percent market readership

Editor, *Corvallis (Ore.) Gazette-Times*, May 1989 to January 1994

Newspaper placed first or second all five years in general excellence contest; paper broke national story on capture of nation's longest-running fugitive

City editor, *La Crosse (Wis.) Tribune*, August 1986 to May 1989

Oversaw investigative projects such as misspending by high school principal and property tax inequities; promoted to oversee features and area staffs

Assistant city editor, *Decatur (Ill.) Herald & Review*, August 1980 to August 1986

Started and managed first regional bureau, then moved to Decatur home office to oversee all bureaus; initiated several investigative reporting projects

Reporter, Springfield, Ill., *State Journal-Register*, May 1979 to August 1980

Regional reporter for three counties; broke investigative story about the sheriff appointing cronies and a felon as special deputies

Peer-Reviewed Research: Journal Publications

- Lewis, N.P., Al Nashmi, E., & Waddell, T. F. (2024). Testing the social media produsage hypothesis. *Communication Studies*, 00(0), 1-20. <https://doi.org/10.1080/10510974.2023.2301133> [status: Advance online publication]
- Chen, K. W., Lewis, N. P., & Altourah, A. F. (2023). Ageism, a remarkable election, and the journalism objectivity norm. *Journalism & Mass Communication Quarterly*, 00(0), 1-22. <https://doi.org/10.1177/10776990231196086> [status: Advance online publication]
- Lewis, N. P. (2021). Defining and teaching data journalism: A typology. *Journalism & Mass Communication Educator*, 76(1), 78-90. <https://doi.org/10.1177/1077695820924309>
- Lewis, N. P., McAdams, M., & Stalph, F. (2020). Data journalism. [Syndicate report from World Journalism Education Congress 2019.] *Journalism & Mass Communication Educator*, 75(1), 16-21. <https://doi.org/10.1177/1077695820904971>
- Lewis, N. P., & Al Nashmi, E. (2019). Data journalism in the Arab region: Role conflict exposed. *Digital Journalism*, 7(9), 1200-1214. <https://doi.org/10.1080/21670811.2019.1617041>
- Lewis, N. P., Zhong, B., Yang, F., & Zhou, Y. (2018). How U.S. and Chinese journalists think about plagiarism. *Asian Journal of Communication*, 28(5), 490-507. <https://doi.org/10.1080/01292986.2017.1416644>
- Lewis, N. P., & Waters, S. (2018). Data journalism and the challenge of shoe-leather epistemologies. *Digital Journalism*, 6(6), 719-736. <https://doi.org/10.1080/21670811.2017.1377093>

- Hull, K., & Lewis, N. P. (2014). Why Twitter displaces broadcast sports media: A model. *International Journal of Sport Communication*, 7, 16-33.
<https://doi.org/10.1123/IJSC.2013-0093>
- Lewis, N. P. (2013). Idea plagiarism: Journalism's ultimate heist. *Mass Communication & Society*, 16, 738-757.
<https://doi.org/10.1080/15205436.2013.768346>
- Lewis, N. P., & Zhong, B. (2012). The root of journalistic plagiarism: Contested attribution beliefs. *Journalism & Mass Communication Quarterly*, 90(1), 148-166. <https://doi.org/10.1177%2F1077699012468743>
- Lewis, N. P., Starr, J., Takata, Y., & Xie, Q. (2012). Gulf papers' oil spill coverage differs from national dailies. *Newspaper Research Journal*, 33(4), 91-101.
<https://doi.org/10.1177%2F073953291203300408>
- Lewis, N. P., & Zhong, B. (2011). The personality of plagiarism. *Journalism & Mass Communication Educator*, 66, 325-339.
<https://doi.org/10.1177%2F107769581106600403>
- Lewis, N. P., Treise, D., Hsu, S. I., Allen, W.L., & Kang, H. (2011). DTC genetic testing companies fail transparency prescriptions. *New Genetics and Society*, 30, 291-307. <https://doi.org/10.1080/14636778.2011.600434>
- Walsh-Childers, K., Lewis, N. P., & Neely, J. (2011). Listeners, not leeches: What Virginia Tech survivors needed from journalists. *Journal of Mass Media Ethics*, 26, 191-205. <https://doi.org/10.1080/08900523.2011.581976>
- Lewis, N. P., Neely, J., & Gao, F. (2011). Few top editors blog about news decisions. *Newspaper Research Journal*, 32(2), 63-73.
<https://doi.org/10.1177%2F073953291103200206>
- Lewis, N. P. (2010). The myth of Spiro Agnew's "nattering nabobs of negativism." *American Journalism*, 27(1), 89-115.
<https://doi.org/10.1080/08821127.2010.10677760>
- Lewis, N. P. (2008). A dozen best: Top books on journalism and the civil rights era. *American Journalism*, 25(3), 148-154.
<https://doi.org/10.1080/08821127.2008.10678132>
- Lewis, N. P. (2008). Plagiarism antecedents and situational influences. *Journalism & Mass Communication Quarterly*, 85(1), 353-370.
<https://doi.org/10.1177%2F107769900808500208>
- Lewis, N. P. (2008). From cheesecake to chief: Newspaper editors' slow acceptance of women. *American Journalism*, 25(2), 33-55.
<https://doi.org/10.1080/08821127.2008.10678109>

Editor-Reviewed Book Chapter

- Lewis, N. P. (2024, in preparation). Teaching data journalism. In S. Keith (Ed.), *Teaching communication* (Vol. 3). Cognella. [Accepted for publication April 12, 2023]
- Lewis, N.P. (2023, in preparation). Visual data storytelling. In B. Frisby & R. Kaufmann, (Eds.), *Teaching communication* (Vol. 4). Cognella. [Accepted for publication Jan. 31, 2023]
- Lewis, N. P. (2020). A desert flower. In B. Mustvairo, S. Bebawi, & E. Borges-Rey (Eds.), *Data journalism in the Global South* (pp. 239-253). Palgrave McMillan.

Editor-Reviewed Academic Encyclopedia Entries

- Lewis, N. P. (2022). Plagiarism. In G. A. Borchard (Ed.), *Encyclopedia of journalism* (2nd ed.). Sage.
- Lewis, N. P. (2022). Newsroom culture. In G. A. Borchard (Ed.), *Encyclopedia of journalism* (2nd ed.). Sage.
- Lewis, N. P. (2019). Plagiarism. In T. P. Vos & F. Hanusch (Eds.), *International encyclopedia of journalism studies*. Hoboken, NJ: Wiley.
<https://doi.org/10.1002/9781118841570.iejs0092>
- Lewis, N. P. (2009). Newsroom culture. In C. H. Sterling (Ed.), *Encyclopedia of journalism* (Vol. 3, pp. 994-998). Sage.
- Lewis, N. P. (2009). Plagiarism. In C. H. Sterling (Ed.), *Encyclopedia of journalism* (Vol. 3, pp. 1074-1077). Sage.

Editor-Reviewed Academic Articles

Book Reviews

- Lewis, N. P. (2011). [Review of the book *Morning miracle: Inside the Washington Post: A great newspaper fights for its life* by D. Kindred.] *Journalism & Mass Communication Quarterly*, 88, 219-220.

Refereed Academic Conference Papers

- Lewis, N. P. (2022, May). Plagiarism and the murky influence of intent [Extended abstract; poster session]. International Communication Association conference, Paris.
- Lewis, N. P., Al Nashmi, E., & Waddell, T. F. (2020, May). *Social media produsage and its influence on news consumption* [Conference session]. International Communication Association conference, converted from Australia to virtual due to Covid-19.
- Lewis, N. P., Chen, K. W., & Altourah, A. (2020, May). *Journalism's age(less) problem* [Conference session]. International Communication Association conference, converted from Australia to virtual due to Covid-19.

- Lewis, N. P. (2019, July). Defining and teaching data journalism: A typology. Paper presented at World Journalism Education Congress, Paris.
- Lewis, N. P., & Al Nashmi, E. (2019, March). Does social media change news consumption? Paper presented at Gulf Studies Symposium, Kuwait.
- Lewis, N. P. (2017, October). Data journalism in the Arab region. Paper presented at the Arab-U.S. Association for Communication Educators conference, Cairo, Egypt.
- Yang, F., Lewis, N. P., Zhou, Y., & Zhong, B. (2016, June). Contextualizing journalism ethics: A cross-cultural study of plagiarism and attribution between U.S. and Chinese journalists. Paper presented at ICA conference, Fukuoka, Japan.
- Lewis, N. P. (2012, August). Idea plagiarism: Journalism's ultimate heist. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Chicago, IL.
- Lewis, N. P., & Zhong, B. (2012, May). The roots of plagiarism: Contested attribution beliefs among U.S. journalists. Paper presented at ICA conference, Phoenix, AZ.
- Lewis, N. P. (2012, March). Idea plagiarism: A costly cultural norm. Paper presented at the AEJMC Mid-winter conference, Norman, OK.
- Lewis, N. P., & Zhong, B. (2011, August). The psychology of plagiarism. Paper presented at the AEJMC national conference, St. Louis, MO.
- Lewis, N. P., Starr, J., Takata, Y., & Xie, Q. (2011, August). Distinctions in covering BP oil spill suggest a maturing press. Paper presented at the AEJMC national conference, St. Louis, MO.
- Lewis, N. P., Neely, J., & Gao, F. (2010, August). Editor blogs: Ample commentary, little transparency. Paper presented at the AEJMC national conference, Denver, CO.
- Lewis, N. P. (2009, March). Do plagiarists differ in personality? Paper presented at the AEJMC Southeast Colloquium, Oxford, MS.
- Walsh-Childers, K., Lewis, N. P., & Neely, J. (2008, August). Twice victimized: Lessons from the media mob at Virginia Tech. Poster presented at the AEJMC annual conference, Chicago, IL.
- Lewis, N. P. (2006, October). The myth of Spiro Agnew's "nattering nabobs of negativism." Paper presented at the American Journalism Historians Association (AJHA) annual conference, Wichita, KS.
- Lewis, N. P. (2006, August). Newspaper plagiarism trends since Jayson Blair. Paper presented at the AEJMC annual conference, San Francisco, CA.
- Lewis, N. P. (2006, March). From cheesecake to chief: Newspaper editors' slow acceptance of women as seen through the ASNE Bulletin. Paper

presented at the spring joint meeting of the AJHA and AEJMC history division, New York, NY.

Academic Honors

- Term Professor in Support of UF Pre-Eminence Award, University of Florida, awarded starting fall 2017 for three years
- Inaugural class of University of Florida Entrepreneurship Faculty Fellows, selected March 2014
- International Educator of the Year, College of Journalism and Communications, University of Florida, 2012
- Top paper, special call, Media Ethics Division, AEJMC national conference, August 13, 2011
- Teacher of the Year for the university, University of Florida, 2009-2010
- Teacher of the Year, College of Journalism and Communications, University of Florida, 2009-2010
- Top paper in the Newspaper Division, Association for Education in Journalism and Mass Communication Southeast Colloquium, 2009
- Second-best paper published in the peer-reviewed journal *American Journalism* in 2008

Teaching, Graduate Courses

- *Created:* Big Data Seminar, MMC 6936, 3 credits (elective). Researching Twitter and how big data is changing mass communication.
- *Created:* News and Numbers, MMC 6429, 3 credits (required). Numeracy and basic statistics for a professional master's program.
- Perspectives, MMC 6402, 4 credits (required of new doctoral students). Conceptual thinking through the philosophy of science and media theory.
- Research Methods, MMC 6621, 3 credits (elective). Overview of how to conduct research using eight qualitative and quantitative methods.
- Collaborative Research, MMC 6428, 3 credits (elective). Group research project, which resulted in all students being co-authors on a published paper.

Teaching, Undergraduate Courses

- *Created:* Sports Data Journalism, JOU 4318, 3 credits (elective). Apply empiricism to sports journalism and conduct original analysis.
- *Created:* Advanced Data Journalism, JOU 4306, 3 credits (elective). Code in R to analyze and visualize data sets, including geospatial analysis.
- *Created:* Data Journalism, JOU 3305, 3 credits (elective). Acquire, analyze, standardize, and communicate data using spreadsheets and SQL databases.

- *Created:* Dataviz and Mapping, JOU 3121, 3 credits (elective). Mobile-first storytelling using numbers and conducting geospatial analysis.
- *Created:* People and Data, IDS 4930, 3 credits (elective). Personal and social implications of big data. Taught with faculty from four other UF departments.
- *Created:* Data Literacy, MMC 2450, 1 credit (required). Numeracy for communicators. Converted from in-person to asynchronous, fully online course. Required for journalism majors.
- *Created:* Media Entrepreneurship, MMC 3254, 1 credit (elective). Applying the lean startup model to media.
- *Created:* Writing Mechanics, JOU 2005, 1 credit (required). Applied grammar, punctuation and word use. Taught in person; converted to an online course.
- *Created:* Video Storytelling, JOU 4930, 3 credits (elective). Making a two-minute, narrative interview during a month-long study-abroad program.
- Editing, JOU 4201, 3 credits (required). Self-editing text and writing headlines for online. Converted lab-lecture class to a newsroom practicum.
- Journalism Ethics, JOU 4700, 3 credits (required). Ethical reasoning as personal decision-making.

Teaching, Graduate Student Committee Advising

- Doctoral committees chaired and completed: 5
- Member of doctoral committees, completed: 7
- Master's committees chaired and completed: 1
- Member of master's committees, completed: 3

Grants Awarded

- PI, UF Trust Consortium grant, \$5,000, for 2020, to study and typologize trust personas.
- PI, dean's seed grant and Cox/Palm Beach Post fund, \$6,000, March 2019, for national survey on social media.
- Co-PI, UF Informatics Institute grant, \$35,000, awarded May 2015, in collaboration with English Department. Develop and test a software tool to mine data from Twitter and other social media APIs.
- PI, Proctor & Gamble grant, \$10,000, December 2014, in support of media entrepreneurship.
- PI, dean's research grant, \$2,400, October 2012, for collaborative research project with a UF geneticists and a bioethicist to determine how consumers interpret direct-to-consumer genetic test results.

- Co-PI, dean's research grant, \$9,950, January 2012, for collaborative research project in direct-to-consumer genetic test results.
- PI, dean's research grant, \$2,290, October 2007, for collaborative research project into journalists' response to the 2007 Virginia Tech shootings.

Selected Seminars, Speeches, and Training

- Master Class Seminar, Journalism Statistics in R, IRE conference, Nashville, TN, March 4, 2023.
- Master Class Seminar, co-taught, Journalism Statistics in R, IRE conference, Atlanta, GA, March 5, 2022.
- Speech, What Kuwaiti Students Taught Me About Life, Liberty, and the Pursuit of Happiness, UF Fulbright Lecture Committee invited lecture for 2020-21 academic year, Gainesville, FL, Oct. 7, 2020 (virtual).
- Seminar, Statistics in Excel, IRE conference, New Orleans, LA, March 6, 2020.
- Seminar, Financial Reporting, Kuwait News Agency (KUNA), Kuwait City, Kuwait, June 11, 2019.
- Seminar, Data Journalism and Data Visualization, Jordan Media Institute, Amman, Jordan, April 13-14, 2019.
- Speech, The Instagram Effect: How Social Media Are Changing Your Life, Northwestern University-Qatar, Doha, February 27, 2019.
- Speech, The Instagram Effect: How Social Media Are Changing Your Life, Gulf University for Science and Technology, Kuwait, February 6, 2019.
- Seminar, Statistics in Excel, IRE conference, Orlando, FL, June 15, 2018.
- Panelist, Technology, Media & Privacy Law Conference, University of Florida Levin College of Law, Gainesville, FL, April 20, 2018.
- Seminar, Statistics in Excel, NICAR conference, Chicago, IL, March 10, 2018.
- Panelist, Teaching data journalism: What to do and how to start, AEJMC national conference, Chicago, IL, August 12, 2017.
- Panelist, From strategy to innovation: Using data and visual storytelling for Social Impact, AEJMC national conference, Chicago, IL, August 9, 2017.
- Seminar in curriculum design, Florida Press Association Foundation Leadership Class, Gainesville, FL, April 14, 2017.
- Speech on structured journalism, Global communication meets East Asia, Communication University of China, Beijing, June 17, 2016.
- Workshop on public relations ethics, Public Relations Society of America Orlando, FL, chapter, September 13, 2016.

- Training, two days, in data journalism for the *Lakeland (FL) Ledger*, July 13-14, 2016.
- Seminar, Using PSPP for statistical analysis, National Institute for Computer-Assisted Reporting (NICAR) conference, Denver, CO, March 10, 2016.
- Seminar, Statistics in Excel, NICAR conference, Denver, CO, March 11, 2016.
- Seminar, Statistics in Excel, NICAR conference, Atlanta, GA, March 7, 2015.
- Speech on the future of media, The Politics, Government and Media Institute, Atlanta, GA, June 27, 2014.
- Speech, journalism plagiarism, to a National Plagiarism Summit, in my role as co-chair of a national task force to fight plagiarism and fabrication involving 10 industry associations, St. Louis, MO, April 5, 2013.
- Panelist, How to teach math to journalists and make it fun, AEJMC national conference, Denver, CO, August 4, 2010.
- Keynote speech, for a five-week series on the social sciences and religion, Christian Study Center, January 25, 2010, Gainesville, FL.
- Academic coordinator, UF Institute on Journalism and Media, operated on a U.S. State Department grant, June 28 through August 9, 2009.
- Speech, on fabrication, after a presentation of the play “Shipwrecked,” at the Hippodrome Theater, Gainesville, FL, April 29, 2009.
- Seminar leader, journalism and media, Leadership Skagit, Mount Vernon, WA, April 2004.
- Speech, Civil liberties and terrorism, Skagit Valley Community College, Mount Vernon, WA, April 2003.
- Panelist, editors and circulation, panel, Pacific Northwest newspaper circulation executives, Portland, OR, May 2002.
- Panelist, Reaching audiences, Pacific Northwest Newspaper Association editors and publishers conference, Vancouver, Canada, October 2000.
- Speech, History of the First Amendment, city library, Mount Vernon, WA, June 2000.

Academic Service

- Member, editorial board academic journals: *Newspaper Research Journal*, *Journal of Media Law and Ethics*.
- Regular reviewer, academic journals: *Journalism & Mass Communication Quarterly*, *Mass Communication & Society*, *Journalism and Mass Communication Educator*.

Media Coverage

- Anna Almendrala, How the press interacts with mass shooting survivors may be a crucial part of recovery. *Huffington Post*, February 23, 2018.
- Gary Fineout, Moonlighting of Florida legislative aides may pose conflicts. *Associated Press*, December 8, 2017.
- Jack Shafer, Trump hates the press? Take a number. *Politico*. February 17, 2017.
- Isabelle Hanne, The 'WaPo,' a pugnacious duck facing Donald, *La Liberation*, Paris, France, February 2, 2017.
- David Uberti, Journalism has a plagiarism problem. But it's not the one you expect, *Columbia Journalism Review*, November 18, 2014.
- Benjamin Mullin, Should student newspapers name fabulists and plagiarists? *Poynter Institute*, November 18, 2014.
- Benjamin Mullin, Is it original? An editor's guide to plagiarism. *Poynter Institute*, September 16, 2014.
- Interviewed by GTN TV news, Gainesville, about social media, July 6, 2011.
- Interviewed by *Chicago Tribune* about a journalism professor, January 19, 2011.
- Interviewed by WCJB TV, Gainesville, about plagiarism, March 19, 2009.

Community Service

- Member, Kiwanis Club of Mount Vernon, 1998-2004
- Board of directors, Butte Local Development Corp., 1997-98
- Vice president, Montana Newspaper Association, 1997-98
- United Way Vice President and Campaign Chair, Butte, Montana, 1997
- President-elect, Oregon Newspaper Association, 1993
- YMCA board of directors, Butte, 1994-98
- Member, Exchange Club of Butte, 1994-98
- United Way board of directors, Butte, 1994-97
- Co-founder, Butte Leadership Council, 1995
- Member, Kiwanis Club of Butte, 1994-95
- Member and committee chair, Kiwanis Club of Corvallis, 1990-94
- Red Cross board of directors, Linn-Benton (Ore.) Chapter, 1993
- Member, Leadership Corvallis advisory board, 1992-93

- Search committee, Corvallis Chamber of Commerce executive director, 1992