

JEFFREY W. TREEM

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ACADEMIC EMPLOYMENT

	Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications
Sept. 2023- Present	Professor, Integrated Marketing Communications
	The University of Texas at Austin Moody College of Communication
Jan. 2021- Aug. 2023	Associate Chair, Department of Communication Studies
Sept. 2018- Aug. 2023	Associate Professor, Organizational Communication and Technology Group Affiliate, Center for Health Communication Affiliate, Center for Sports Communication & Media
Sept. 2012- Aug. 2018	Assistant Professor, Organizational Communication and Technology Group

EDUCATION

2007-2012	Northwestern University School of Communication Ph.D., Media, Technology, and Society <i>Dissertation Committee:</i> Paul Leonardi, Noshir Contractor, Klaus Weber
2003-2005	University of Southern California Annenberg School for Communication and Journalism M.A., Strategic Public Relations
1999-2003	Northwestern University School of Communication B.S., Communication Studies, <i>Summa Cum Laude</i>

AWARDS AND HONORS FOR RESEARCH

Career Awards

Early Career Scholar Award
Ethnography Division, National Communication Association (2022)
Linda L. Putnam Early Career Scholar Award
Organizational Communication Division, International Communication Association (2017)

Best Publication Awards

Honorable Mention, Article of the Year Award: “Behavioral Visibility: A New Paradigm for Organization Studies in the Age of Digitization, Digitalization, and Datafication,” Organizational Communication Division, National Communication Association (2021)

2nd Runner-Up, Best Published Paper: “Behavioral Visibility: A New Paradigm for Organization Studies in the Age of Digitization, Digitalization, and Datafication,” Organizational Communication and Information Systems Division, Academy of Management (2021)

Bill Eadie Distinguished Article Award: “How Individuals Navigate Relationships When Working with Organizational Data,” *Human Relations*, Applied Communication Interest Group, National Communication Association (2020)

Top-4 Article of 2016 in Management Communication Quarterly: “How Organizations Communicate Expertise Without Experts: Practices and Performances of Knowledge Intensive Firms” (2016)

Outstanding Edited Book Award: “Expertise, Communication, and Organizing,” Organizational Communication Division, National Communication Association (2016)

Conference/Convention Top Paper/Presentation Awards

Top-4 Paper, Organizational Communication Division, International Communication Association (2021)

Top-4 Paper, Organizational Communication Division, National Communication Association Annual Convention (2020)

Top Paper, Communication and Technology Interest Group, Central States Communication Association Convention (2020)

Best of the B.E.S.T (Brief, Entertaining, Scholarly Talks) Award, Organizational Communication Division, International Communication Association Conference (2018)

Best of the B.E.S.T (Brief, Entertaining, Scholarly Talks) Award, Organizational Communication Division, International Communication Association Conference (2015)

Top Interactive Display Award, Organizational Communication Division, International Communication Association Conference (2013)

Top-4 Paper, Organizational Communication Division, International Communication Association (2011)

Top Student Paper, Organizational Communication Division, International Communication Association (2011)

Outstanding Presentation Award, Undergraduate Research Symposium, Northwestern University (2003)

Scholarships and Fellowships

Dean's Fellowship, Moody College of Communication, The University of Texas at Austin (2015)

School of Communication Fellowship, Northwestern University (2010)

Northwestern University Graduate Fellowship, The Graduate School, Northwestern University (2010)

Larry Donald Scholarship, U.S. Basketball Writers Association (2005)

Alan Malamud Sports Journalism Scholarship, Annenberg School for Communication, University of Southern California (2003)

Middleton Journalism Scholarship, University of Southern California (2003)

James Howard McBurney Award for Excellence in Logic, Northwestern University (2003)

Dissertation Awards

W. Charles Redding Dissertation Award (Advisor), Organizational Communication Division, International Communication Association (2020)

Graduate Dissertation Award, Northwestern University School of Communication (2012)

Organization Science/INFORMS Dissertation Proposal Competition Finalist, Institute for Operations Research and the Management Sciences (INFORMS) (2011)

Art Stinchcombe Dissertation Prize in Organization Studies, Northwestern University (Runner-up for University-wide Award) (2011)

REFEREED PUBLICATIONS

(italicized co-author name indicates graduate student)

Book

1. *Expertise, communication, and organizing* (2016). **J. W. Treem** & P. M. Leonardi (Eds.). 284 pages. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780198739227.001.0001>
 - *Awarded Outstanding Edited Book Award from the National Communication Association, Organizational Communication Division*
 - *Reviewed in Journal of Communication, Volume 67, Issue 1, Pages E10-E12*

Refereed Articles

36. Foote, J., **Treem, J. W.**, van den Hooff, B., Honcoop, M. (available in OnlineFirst). Motivations to use multifunctional public goods in organizations: using agent-based modeling to explore differential uses of enterprise social media. *Human Communication Research*. <https://doi.org/10.1093/hcr/hqad029>
35. **Treem, J. W.**, van Zoonen, W., & Sivunen, A. E. (available in OnlineFirst). Examining communication visibility and social technology platform use in organizations. *New Media & Society*, <https://doi.org/10.1177/14614448221089278>
34. **Treem, J. W.**, Barley, W. C., Weber, M. S., Barbour, J. B. (2023). Signaling and meaning in organizational analytics: coping with Goodhart's Law in an era of digitization and datafication. *Journal of Computer-Mediated Communication*, 28(4). <https://doi.org/10.1093/jcmc/zmad023>
33. Van Zoonen, W., Sivunen, A. E., **Treem, J. W.** (2023). Examining the longitudinal relationship between visibility and persistence on stress and technology-assisted supplemental work. *Human Communication Research*, 49(1), 12-23. <https://doi.org/10.1093/hcr/hqac023>
32. Van Zoonen, W., **Treem, J. W.**, & Sivunen, A. E. (2023). Staying connected and feeling less exhausted: The autonomy benefits of after-hour connectivity. *Journal of Occupational and Organizational Psychology*, 96(2), 242-263. <https://doi.org/10.1111/joop.12422>
31. Van Zoonen, W., Sivunen, A. E., Rice, R. E., & **Treem, J. W.** (2023). Organizational information and communication technologies and their influence on communication visibility and perceived proximity. *International Journal of Business Communication*, 60(4), 1267-1289. <https://doi.org/10.1177/23294884211050068>
30. Smith, W. R., **Treem, J. W.**, & Love, B. (2023). When failure is the only option: How communicative framing resources organizational innovation. *International Journal of Business Communication*, 60(3), 976-999. <https://doi.org/10.1177/2329488420971693>
29. Van Zoonen, W., Sivunen, A. E., & **Treem, J. W.** (2023). Examining the longitudinal relationship between visibility and persistence on stress and technology-assisted supplemental work. *Human Communication Research*, 49(1), 13-23. <https://doi.org/10.1093/hcr/hqac023>

28. Van Zoonen, W., **Treem, J. W.**, & Sivunen, A. E. (2022). An analysis of fear factors predicting enterprise social media use in an era of communication visibility. *Internet Research*, 32(7), 354-375. <https://doi.org/10.1108/INTR-05-2021-0341>
27. Van Zoonen, W., **Treem, J. W.**, & ter Hoeven, C. L. (2022). A tool and a tyrant: Social media and wellbeing in organizational contexts. *Current Opinion in Psychology*, 45, <https://doi.org/10.1016/j.copsyc.2022.101300>
26. Woo, D., Pierce, C. S., & **Treem, J. W.** (2022). Specialists over generalists?: Examining discursive closures and openings in expert collaborations. *Communication Monographs*, 89(1), 70-95. <https://doi.org/10.1080/03637751.2021.1950917>
25. Van Zoonen, W., Sivunen, A. E. , & **Treem, J. W.** (2021). Why people engage in supplemental work: The role of technology, response expectations, and communication persistence. *Journal of Organizational Behavior*, 42(7), 867– 884. <https://doi.org/10.1002/job.2538>
24. **Treem, J. W.**, Barley, W. C., & Leonardi, P. M. (2021). Resourcing expertise: How existing schemas and communication processes shape the meaning of expert work in a global organization. *Communication Monographs*, 88(2), 237-262. <https://doi.org/10.1080/03637751.2020.1775271>
23. Leonardi, P. M., & **Treem, J. W.** (2020). Behavioral visibility: A new paradigm for organization studies in the age of digitization, digitalization, and datafication. *Organization Studies*, 41(12), 1601-1625. <https://doi.org/10.1177/0170840620970728>
22. **Treem, J. W.**, Leonardi, P. M., & van den Hooff, B. (2020). Computer-mediated communication in the age of communication visibility. *Journal of Computer-Mediated Communication*, 25(1), 44-59. <https://doi.org/10.1093/jcmc/zmz024>
21. Barley, W. C., **Treem, J. W.**, & Leonardi, P. M. (2020). Experts at coordination: Examining the performance, production, and value of process expertise. *Journal of Communication*, 70(1), 60-89. <https://doi.org/10.1093/joc/jqz041>
20. Smith, W. R., **Treem, J. W.**, & Love, B. (2019). Communicative signaling of occupational fitness: How innovative ability is expressed and assessed. *Communication Monographs*, 86(3), 313-335. <https://doi.org/10.1080/03637751.2018.1557719>
19. Van Zoonen, W., & **Treem, J. W.** (2019). The role of organizational identification and the desire to succeed in employees' use of personal twitter accounts for work. *Computers in Human Behavior*, 100, 26-34. <https://doi.org/10.1016/j.chb.2019.06.008>
18. **Treem, J.W.**, Schneider, M., Zender, R. L., & Sorkin, D. H. (2018). Exploring the potential role of community engagement in evaluating clinical and translational science grant proposals. *Journal of Clinical and Translational Science*, 2(3), 139-146. <https://doi.org/10.1017/cts.2018.311>
17. Barley, W. C., **Treem, J. W.**, & Kuhn, T. (2018). Valuing multiple trajectories of knowledge: A critical review and research agenda for knowledge management research. *Academy of Management Annals*, 12(1), 278-317. <https://doi.org/10.5465/annals.2016.0041>
16. Barbour, J. B., **Treem, J. W.**, & Kolar, B. (2018). Analytics and expert collaboration: How individuals navigate relationships when working with organizational data. *Human Relations*, 71(2),

256-284. <https://doi.org/10.1177/0018726717711237>

15. **Treem, J. W.** & Leonardi, P. M. (2017). Recognizing expertise: Factors promoting congruity between individuals' perceptions of their own expertise and the perceptions of their coworkers. *Communication Research*, 44(2), 198-224. <https://doi.org/10.1177/0093650215605154>
14. Smith, W. R. & **Treem, J. W.** (2017). Striving to be king of mobile mountains: Communication and organizing through digital fitness technology. *Communication Studies*, 68(2), 135-151. <https://doi.org/10.1080/10510974.2016.1269818>
13. Rice, R. E., Evans, S. K., Pearce, K. E., Sivunen, A., Vitak, J., & **Treem, J. W.** (2017). Organizational media affordances: Operationalization and associations with media use. *Journal of Communication*, 67(1), 106-130. <https://doi.org/10.1111/jcom.12273>
12. Evans, S. K., Pearce, K. E., Vitak, J., & **Treem, J. W.** (2017). Explicating affordances: A conceptual framework for understanding affordances in communication research. *Journal of Computer-Mediated Communication*, 22(1), 35-52. <https://doi.org/10.1111/jcc4.12180>
11. **Treem, J. W.** (2016). How organizations communicate expertise without experts: Practices and performances of knowledge intensive firms. *Management Communication Quarterly*, 30(4), 503-531. <https://doi.org/10.1177/0893318916635750>
10. **Treem, J. W.**, Dailey, S. L., Pierce, C. S., & Biffel, D. (2016). What we are talking about when we talk about social media: A framework for study. *Sociology Compass*, 10(9), 768-784. <https://doi.org/10.1111/soc4.12404>
9. Dailey, S. L., **Treem, J. W.**, & Ford, J. S. (2016). I communicate, therefore I belong: Processes of identification among organizational representatives. *Business and Professional Communication Quarterly*, 79(3), 270-299. <https://doi.org/10.1177/2329490616644753>
8. **Treem, J. W.**, Dailey, S. L., Pierce, C. S., & Leonardi, P. M. (2015). Bringing technological frames to work: How previous experience with social media shapes the technology's meaning in an organization. *Journal of Communication*, 65(2), 396-422. <https://doi.org/10.1111/jcom.12149>
7. **Treem, J. W.** (2015). Social media as technologies of accountability: Explaining resistance to implementation within organizations. *American Behavioral Scientist*, 59(1), 53-74. <https://doi.org/10.1177/0002764214540506>
6. **Treem, J. W.** (2013). Technology use as a status cue: The influences of mundane and novel communication technologies on assessments of knowledge in organizations. *Journal of Communication*, 63(6), 1032-1053. <https://doi.org/10.1111/jcom.120>
5. **Treem, J. W.**, & Leonardi, P. M. (2013). Social media use in organizations: Exploring the affordances of visibility, persistence, editability, and association. *Annals of the International Communication Association*, 36, 143-189. <https://doi.org/10.1080/23808985.2013.11679130>
4. **Treem, J. W.** (2012). Communicating expertise: Knowledge performances in professional service firms. *Communication Monographs*, 79(1), 23-47. <https://doi.org/10.1080/03637751.2011.646487>

3. Leonardi, P. M., & **Treem, J. W.** (2012). Knowledge management technology as a stage for strategic self- presentation: Implications for knowledge sharing in organizations. *Information and Organization*, 22(1), 37-59. <https://doi.org/10.1016/j.infoandorg.2011.10.003>
2. Wang, J., Huffaker, D. A., **Treem, J. W.**, Fullerton, L., Ahmad, M. A., Williams, D., Poole, M. S., & Contractor, N. (2011). Focused on the prize: Characteristics of experts in massive multiplayer online games. *First Monday*, 16(8). Available from: <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/viewArticle/3672/3028>. <https://doi.org/10.5210/fm.v16i8.3672>
1. Leonardi, P. M., **Treem, J. W.**, & Jackson, M. H. (2010). The connectivity paradox: Using technology to both increase and decrease perceptions of distance in distributed work arrangements. *Journal of Applied Communication Research*, 38(1), 85-105. <https://doi.org/10.1080/00909880903483599>
 - Reprinted (shorter version) as: Leonardi, P. M., Treem, J. W., & Jackson, M. H. (2010). “Too Connected? The Paradox of Telework” *Communication Currents*, 5(1). Available from: <http://www.natcom.org/CommCurrentsArticle.aspx?id=706>

Book/Handbook Chapters

9. Leonardi, P. M., Pilny, A., **Treem, J. W.**, & Sharma, N. (in press). Artificial intelligence and organizational communication. In V. Miller & M. S. Poole (Eds.), *The Handbook of Organizational Communication Theory and Research*. DeGruyter
8. **Treem, J. W.**, van Zoonen, W., & Sivunen, A. (2023). Social media affordances and privacy. In S. Trepte & P. K. Masur (Eds.), *The Routledge Handbook of Privacy and Social Media* (pp. 91-99). Routledge.
7. Sivunen, A., **Treem, J. W.**, van Zoonen, W. (2023). Role of communication technologies in virtual work. In L. L. Gilson, T. O’Neill, & M. T. Maynard (Eds.), *Handbook of Virtual Work* (pp. 21-40). Edward Elgar Publishing.
6. Piercy, C. W., Bisel, R. S., & **Treem, J. W.** (2022). Agency in computer-mediated communication: Bots and U.S. political elections. In J. Lipschultz, K. Freberg, & R. Luttrell (Eds.), *The Emerging Media Handbook of computer-mediated communication and social media* (pp. 549-567). Emerald Publishing Limited.
5. Smith, W. R., **Treem, J. W.**, & Barbour, J. B. (2021). Whistleblowing as a means of (re)constituting an organization. In P. J. Svenkerud, J. Sørnes, & L. D. Browning (Eds.), *Whistleblowing, communication and consequences: Lessons from the Norwegian National Lottery* (pp. 214-228). Routledge.
4. **Treem, J. W.** & Barley, W. C. (2017). A framework for how expertise is communicated and valued in contemporary organizations: Why process work matters. In P. Salem & E. Timmerman (Eds.), *Transformative practices and research in organizational communication* (pp. 130-149). IGI Global.
3. **Treem, J. W.**, & Leonardi, P. M. (2016). What is expertise? Who is an expert? Some definitive answers. In J. W. Treem & P. M. Leonardi (Eds.), *Expertise, communication, and organizing* (pp. 1-21). Oxford University Press.
2. **Treem, J. W.**, & Barley, W. C. (2016). Explaining the (de)valuation of process experts in contemporary organizations. In J. W. Treem & P. M. Leonardi (Eds.), *Expertise, communication, and organizing* (pp. 213-231). Oxford University Press.

1. Leonardi, P. M., **Treem, J. W.**, Barley, W. C., & Miller, V. D. (2014). Attitude surveys. In V. D. Miller & M. E. Gordon (Eds.), *Meeting the challenge of Human Resource Management: A communication perspective* (pp. 155-166). Routledge.

Encyclopedia Entries

4. **Treem, J. W.** (2018). Communication technology and knowledge management. In J. F. Nussbaum (Ed.) *Oxford research encyclopedia of communication*. Oxford, England.
<https://doi.org/10.1093/acrefore/9780190228613.013.17>
3. **Treem, J. W.** (2017). Expertise. In C. R. Scott & L. K. Lewis (Eds.). *The international encyclopedia of organizational communication*. Hoboken, NJ: John Wiley & Sons.
2. **Treem, J. W.** & Browning, L. (2017). Grounded Theory. In C. R. Scott & L. K. Lewis (Eds.). *The international encyclopedia of organizational communication*. John Wiley & Sons.
1. **Treem, J. W.** (2016). Expertise. In C. Carroll (Ed.). *The SAGE encyclopedia of corporate reputation*. SAGE Publications.

Conference Proceedings

5. Sharma, N., **Treem, J. W.**, Kenny Feister, M., (2023). Collaborating alone: The role of technology infrastructure in scientific problem-solving practices. *Proceedings of the 2022 American Society of Engineering Education Annual Conference (ASEE)*, Baltimore, MD, Jun 25-28.
4. Sharma, N., **Treem, J. W.**, Kenny Feister, M., (2022). Pushing the boundaries of interdisciplinary collaboration. *Proceedings of the 2022 American Society of Engineering Education Annual Conference (ASEE)*, Minneapolis, MN, Jun 26-29.
3. **Treem, J. W.**, & Thomas, K. Y. (2010). What makes a blog a blog? Exploring user conceptualizations of an old “new” online medium. *Proceedings of the Fourth International AAAI Conference on Weblogs and Social Media*, 347-350, Washington, D.C., May 23-26.
2. Huffaker, D., Wang, J., **Treem, J. W.**, Ahmad, M. A., Fullerton, L., Williams, D., Poole, M. S., & Contractor, N. (2009). The social behaviors of experts in massive multiplayer online role-playing games. *Proceedings of the 2009 IEEE International Conference on Computational Science and Engineering*, 326-331, Vancouver, Canada, August 29-31.
1. **Treem, J. W.**, & Leonardi, P. M. (2009). Knowing who knows what: Information technology, knowledge visibility, and organizational change. *Proceedings of the 42nd Annual Hawaii International Conference on System Sciences (HICSS 2009)*. Waikoloa, HI, January 5-8. (10 pages).

Book Review

1. **Treem, J. W.** (2021). Book review: The digital prism: Transparency and managed visibilities in a datafied world. *Organization Studies*, 42(11), 1767-1770. <http://doi.org/10.1177/01708406211040217>

FUNDED RESEARCH

External

- 2019-2022 *Exploring How Scientists on Multidisciplinary Laboratory Teams Negotiate Expertise and Claim Legitimacy Regarding Ethical Practice*, (Co-PI). Awarded by the National Science Foundation as

part of the Cultivating Cultures for Ethical STEM program.
Award Amount: \$187,294

2015- 2023 *Institute for Clinical and Translational Science*, (PI) UT-Austin Subcontract (OSP # 201500018 – 001) on National Institutes of Health (NIH) grant (project # 1UL1TR001414-01).
Award Amount: \$139,979.15

2015-2019 *Examining Expertise in Public Relations* (Co-PI with Bradford Love, UT-Austin, each providing 50% effort), Research Endowment from Pierpont Communications.
Award Amount: \$25,000

Internal

2018-2019 *Twitter Politics: The Use and Consequences of Social Media Messages by Candidates in British Parliamentary Elections* (Co-PI), Vice President for Research's Associate Professor Experimental.
Award Amount: \$98,589.

2013 *Exploring Organizational Responses to Direct Consumer Interaction on Social Media* (PI), The University of Texas at Austin Summer Research Assignment. Award Amount: \$9,000.

2012-2013 *Computer Mediated Communication Research Reviewed: Unique Theories or Novel Applications?* (PI), The University of Texas at Austin Undergraduate Mentorship Fellowship. Award Amount: \$6,000.

2010-2011 *Technologically-Mediated Presentations of Expertise in Organizations* (PI), Northwestern University Dissertation Improvement Grant. Award Amount: \$1,000.

2009-2010 *Social Influences of Blog Use and Genre Development* (PI), Northwestern University Graduate School Research Grant. Award Amount: \$1,950.

KEYNOTES AND INVITED LECTURES

International Lectures

6. 7th Global Transparency Conference - Rethinking Transparency: Challenging Ideals and Embracing Paradoxes. **Conference keynote speaker** (May, 2022) – “Rethinking Expertise in the Age of Communication Visibility”
5. European Communication Research and Education Association Interpersonal Communication and Social Interaction (ECEA-ICSI) **Conference keynote speaker** (October, 2019) – “Studying Communication in the Age of Visibility”
4. Amsterdam School of Communication Research (October, 2019) – “Studying Communication in the Age of Visibility”
3. University of Jyväskylä, Finland, Department of Language and Communication Studies invited lecture (May, 2018) – “Social Media in Organizations: Comparing the Excitement to the Reality”
2. VU University Amsterdam, KIN Center for Digital Innovation (March, 2018) – “Common Misperceptions in the Framing of Enterprise Social Media”
1. VU University Amsterdam, Amsterdam Business Research Institute (March, 2014) – “We Don’t Want Facebook at Work: Exploring Resistance to Enterprise Social Media”

National Lectures

5. University of Illinois at Urbana-Champaign, Department of Communication Colloquium (2018, October) – “Communicative Signaling of Occupational Fitness: How Innovative Ability is Expressed and Assessed”
4. University of Oklahoma, Communication and Technology Graduate Student Seminar (2018, April) – “How to Best Theorize and Study Social Media in Organizations”
3. University of Texas, Retired Faculty Staff Association Discussion Group (2018, April) – “Finding Ways Social Media Can Work for You”
2. The University of Texas at Austin iSchool Research Colloquia Series (2015, September) – “Communicating Expertise in Professional Service Firms”
1. Business Field Studies Program, Northwestern University (2011, October) – “Social Media and the Modern Business Landscape”

PAPERS AND PANEL PRESENTATIONS

Refereed Papers

47. Van Zoonen, W., Sivunen, A. E., & Treem, J. W. (2022, August). Understanding the psychological and behavioral implications of organizational ICT affordances. Paper presented at the 82nd Annual Meeting of the Academy of Management, August, 4-9, Seattle, WA.
46. Foote, J., Treem, J. W., & Van den Hooff, B. (2022, May). *What communication supports multifunctional public goods in organizations? Using agent-based modeling to explore differential uses of enterprise social media*. Paper presented at the 71st International Communication Association Conference, May 26-30, Paris, France.
45. Sivunen, A., Van Zoonen, W., & Treem, J. W. (2022, May). *Friendly skies and unfriendly workplace communication: examining emotion displays on enterprise social media in the aviation industry*. Paper presented at the 71st International Communication Association Conference, May 26-30, Paris, France.
44. Sharma, N., Treem, J. W., & Feister, M. K. (2022, May). *It's all about the machines: how complex, rare, and esoteric technologies organize scientific work*. Paper presented at the 71st International Communication Association Conference, May 26-30, Paris, France.
43. Van Zoonen, W., Treem, J. W., & Sivunen, A. (2021, May). *After-hour connectivity as a resource: How connectivity reduces exhaustion*. Paper presented at the 71st International Communication Association Conference, May 27-31 (Virtual Event).
42. Woo, D., Pierce, C. S., & Treem, J. W. (2021, May). *Specialists over generalists?: Examining discursive closures and openings in expert collaborations*. Paper presented at the 71st International Communication Association Conference, May 27-31 (Virtual Event).
41. Treem, J. W., Van Zoonen, W., & Sivunen, A. (2020, November). *Driven by fear: An analysis of fear factors predicting ESM platform use*. Paper presented at the 106th National Communication Association Annual Convention, November 19-22 (Virtual Event).
40. Treem, J. W., Van Zoonen, W., Sivunen, A. (2020, August). *Examining communication visibility and social technology platform use in organizations*. Paper presented at the 80th Annual Meeting of the

Academy of Management, Boston, MA.

39. Piercy, C. W., Bisel, R. S., & Treem, J. W. (2020, April). *Agency in computer-mediated communication: Russian bots and the 2016 U.S. presidential election*. Paper presented at CSCA Annual Conference, Chicago, IL.
38. Treem, J. W., Laitinen, K., & Sivunen, A. (2019, May). *Can you have a social intranet? Examining multiple design logics in the implementation of information and communication technologies in organizations*. Paper presented at the 69th International Communication Association Conference, May 24-28, Washington, D.C.
37. Barley, W. C., Treem, J. W., & Leonardi, P. M. (2019, May). *Experts at coordination: Examining the performance, production, and value of process expertise*. Paper presented at the 69th International Communication Association Conference, May 24-28, Washington, D.C.
36. Laitinen, K., Treem, J. W., & Sivunen, A. (2019, May). *Enterprise social media and employees' relational networks: Relational exploration or transactional use?* Paper presented at the 69th International Communication Association Conference, May 24-28, Washington, D.C.
35. Treem, J. W., Smith, W. R., & Love, B. (2018, May). *When failure is the only option: How framing resources organizational innovation*. Paper presented at the 68th International Communication Association Conference, May 9-13, Prague, Czech Republic.
34. Smith, W. R. & Treem, J. W. (2017, November). *The communicative assessment of innovative ability*. Paper presented at the 103rd National Communication Association Annual Convention, November 16-19, Dallas, TX.
33. Rice, R. E., Evans, S. K., Pearce, K. E., Sivunen, A., Vitak, J., & Treem, J.W. (2016, November). *Organizational media affordances: Operationalization and associations with media use*. Paper presented at the 102nd National Communication Association Annual Convention, November 9-13, Philadelphia, PA.
32. Smith, W. R. & Treem, J. W. (2016, November). *On what ground are we standing? Reviewing the application of grounded theory in organizational communication research*. Paper presented at the 102nd National Communication Association Annual Convention, November 9-13, Philadelphia, PA.
31. Weber, M. & Treem, J. W. (2016, November). *Organizational metrics of technology use and the paradox of control*. Paper presented at the 102nd National Communication Association Annual Convention, November 9-13, Philadelphia, PA.
30. Treem, J. W., Pearce, K. E., Evans, S. K., Vitak, J., Schrock, A., Barta, K., Ford, J. S., & Shorey, S. (2016, June). *Looking back to look forward: Tracing the history of affordances to develop a framework for understanding communication technology*. Paper presented at the 66th International Communication Association Conference, June 9-13, Fukuoka, Japan.
29. Evans, S. K., Pearce, K. E., Vitak, J., & Treem, J. W. (2016, June). *The affordances test: A conceptual model for understanding affordances in communication research*. Paper presented at the 66th International Communication Association Conference, June 9-13, Fukuoka, Japan.
28. Treem, J. W., & Barley, W. C. (2016, February). *Explaining the (de)valuation of process experts in contemporary organizations*. Paper presented at the Organizational Communication Traditions, Transitions, and Transformations Conference, February 14-16, Austin, TX.

27. Weber, M., & Treem, J. W. (2015, November). *Immutable technology and the breakdown of organizational change*. Paper presented at the 101st National Communication Association Annual Convention, November 19-22, Las Vegas, NV.
26. Treem, J. W., & Weber, M. (2015, November). *Defragmenting work: The use of information and communication technologies to manage overload in organizations*. Paper presented at the 101st National Communication Association Annual Convention, November 19-22, Las Vegas, NV.
25. Dailey, S. L., Treem, J. W., & Ford, J. S. (2015, August). *I write, therefore I belong: The inevitable process of social media writers' identification*. Paper presented at the 75th Annual Meeting of the Academy of Management, August 7-11, Vancouver, CA.
24. Honcoop, M., Treem, J. W., & Van den Hooff, B. (2015, May). *Enterprise social media as a multifunction public good: The role of perceived critical mass in motivating differential use*. Paper presented at the 65th International Communication Association Conference, May 21-25, San Juan, PR.
23. Treem, J. W. (2014, May). *Advertising expertise: Antecedents to recognition of workers' expertise in organizations*. Paper presented at the 64th International Communication Association Conference, May 22-26, Seattle, WA.
22. Treem, J. W. (2014, May). *Social media as team effort: Coordinating an organization's online voice explaining resistance to implementation in organizations*. Paper presented at the 64th International Communication Association Conference, May 22-26, Seattle, WA.
21. Treem, J. W. (2014, April). *Technology non-use as avoiding accountability*. Paper presented at the Workshop on Technology Non-Use at the 2014 ACM Conference on Computer-Supported Cooperative Work, April 26-May 1, Toronto, Canada.
20. Treem, J. W., & Evans, S. (2013, November). *What do affordances afford us? Connecting context and functions of communication technology use in organizations*. Poster presented at the 99th National Communication Association Annual Convention, November 20-24, Washington, D.C.
19. Ford, J., Treem, J. W., & Gruber, D. (2013, November). *Service in 140 characters or less: An examination of customer service interactions on Twitter*. Paper presented at the 99th National Communication Association Annual Convention, November 20-24, Washington, D.C.
18. Treem, J. W. (2013, July). *How organizations communicate expertise without experts: Exploring practices in communication service organizations*. Paper presented at 29th European Group of Organization Studies Colloquium, July 4-6, Montreal, Canada.
17. Treem, J. W. (2013, June). *When social media meets workplace settings: Differing technological frames and expectations of organizational members*. Paper presented at the 63rd International Communication Association Conference, June 17-21, London, England.
16. Treem, J. W. (2013, April). *Social media as technologies of accountability: Explaining resistance to implementation in organizations*. Paper presented at the Collaborative Organizations and Social Media Symposium 2013, April 12, Brunswick, ME.
15. Treem, J. W. (2012, November). *When technology that can do everything does nothing at all: Exploring the contradictory affordances of social media in organizations*. Paper presented at the 98th National Communication Association Annual Convention, November 15-18, Orlando, FL.
14. Treem, J. W. (2012, May). *Technology use as a status characteristic: The influences of mundane and novel communication technologies on attributions of expertise in organizations*. Paper presented at the 62nd International Communication Association Conference, May 25-28, Phoenix, AZ.

13. Treem, J. W. (2012, May). *An ordering approach to communication in organizations*. Paper presented at the 62nd International Communication Association Conference, May 25-28, Phoenix, AZ.
12. Treem, J. W., Leonardi, P. M., & Barley, W. C. (2011, November). *The discursive construction of expertise: Implications for interorganizational communication*. Paper presented at the 97th National Communication Association Annual Convention, November 17-20, New Orleans, LA.
11. Barley, W. C., Leonardi, P. M., & Treem, J. W. (2011, November). *Information triage: Evaluating expertise to support distributed collaboration*. Paper presented at the 97th National Communication Association Annual Convention, November 17-20, New Orleans, LA.
10. Treem, J. W. (2011, November) *Technologically-mediated presentations of expertise in organizations*. Paper presented at the Institute for Operations Research and the Management Sciences (INFORMS) Conference, November 13-16, Charlotte, NC.
 - Finalist for *Organization Science/INFORMS Dissertation Proposal Competition*
9. Treem, J. W. (2011, May). *Communicating expertise: Knowledge performances in professional service firms*. Paper presented at the 61st International Communication Association Conference, May 26-30, Boston, MA.
 - *Top Paper Award*, Organizational Communication Division, International Communication Association.
 - *Top Student Paper Award*, Organizational Communication Division, International Communication Association.
8. Treem, J. W. (2010, November). *When you care what everyone thinks: Issues of scale in organizational social media*. Paper presented at the 96th National Communication Association Annual Convention November 14-17, San Francisco, CA.
7. Treem, J. W. (2010, November). *Influence in a world of unknown influencers: Attenuating uncertainty by engaging personal media in a public space*. Paper presented at the 96th National Communication Association Annual Convention, November 14-17, San Francisco, CA.
6. Treem, J. W. (2010, October). *Experts at creating expertise: Exploring knowledge production in professional-service firms*. Presented at the Organizational Communication Mini-Conference, October 8-10, New Brunswick, NJ.
5. Treem, J. W., & Thomas, K. Y. (2010, May). *What makes a blog a blog? Exploring user conceptualizations of an old "new" online medium*. Poster presented at the International AAAI Conference on Weblogs and Social Media, May 23-26, 2010, Washington, D.C.
4. Barley, W. C., Treem, J. W., Leonardi, P. M., Rozenfeld, R. A., Kelleher, M. D., & Woods, D. M. *The role of interpersonal and organizational trust in emergency pediatric transfers*. Poster presented at:
 - National Patient Safety Foundation Annual Congress. Orlando, FL. May 2010
 - Child Health Services Research Meeting. Boston, MA. June 2010
 - AcademyHealth Annual Research Meeting. Boston, MA. June 2010
3. Leonardi, P. M., & Treem, J. W. (2009, May). *Technology, information visibility, and the social construction of expertise*. Paper presented at the 59th International Communication Association Conference, May 21-25, Chicago, IL.
2. Wang, J., Huffaker, D., Treem, J. W., Fullerton, L., Ahmad, M. A., Williams, D., Poole, M. S., & Contractor, N. (2009, May) *Focused on the prize: Characteristics of experts in virtual worlds*. Paper presented at the 59th International Communication Association Conference, May 21-25, Chicago, IL.

1. Northwestern University Undergraduate Research Symposium (May, 2003) – “All-Around Athletic: A Case Study of the Division I Athlete From a Symbolic Interactionist Perspective”
 - *Outstanding Presentation Award*

Invited Panelist and Session Chair/Respondent

- Faculty Mentor and Discussant, Organizational Communication Division Research Escalator, International Communication Association Conference (2016; 2017; 2020; 2021; 2020)
 - Faculty Mentor and Discussant, Organizational Communication Division Doctoral Preconference, International Communication Association Conference (May 2017)
 - Panelist, Professional Development Workshop, *Field Research of the Future: Challenges, Opportunities, Pragmatics*. Academy of Management Annual Meeting (August 2015)
 - Panelist, Academy of Management Organizational Communication & Information Systems Division Junior Faculty Consortium (August 2015)
 - Discussant, InfoSocial Media, Technology, and Society Graduate Student Research Conference (October 2013)
 - Respondent, Organizational Communication Division, National Communication Association Annual Convention (2013; 2015)
 - Chair, Organizational Communication Division, International Communication Association Conference (June 2013; 2015)
 - Session Chair, Organizational Communication Division, National Communication Association Annual Convention (November 2011)
 - Panelist, Summer Research Institute for the Science of Socio-Technical Systems (CSST) (June 2010)
 - Chair, Human Communication & Technology Division, National Communication Association Annual Convention (November 2010)
 - Panelist, International Communication Association Organizational Communication Doctoral Consortium: Interdisciplinary Research and Teaching in Organizational Communication (May 2010)
 - Panelist, 95th National Communication Association Annual Convention – “20 Years Later: The Legacy of Fulk and Steinfield's ‘Organizations and Communication Technology’” (November 2010)
 - Panelist, Academy of Management, Organizational Communication & Information Systems Doctoral Consortium (August 2009)
 - Panelist, Academy of Management, Organizational and Management Theory Division Dissertation Proposal Workshop (August 2009)
 - Co-Chair – 22nd Annual Organizational Communication Mini Conference, Evanston, IL (October 2009)
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TEACHING EXPERIENCE

The University of Texas at Austin, Moody College of Communication

2012-Present

- Social Media and Organizations (*CMS 353S, Undergraduate, Upper-Level Course*)
- Communication for Innovation (*CMS 353C, Undergraduate, Upper-Level Course*)
- Using Communication Technology in the Workplace (*CMS 346, Undergraduate, Upper-Level Course*)
- Communicating Knowledge (*CMS 390S, Graduate-Level*)
- Qualitative Research Methods (*CMS 386N, Graduate-Level*)

Northwestern University, School of Communication

Instructor, 2011

- Communication, Technology, and Organizations (*Comm St 394, Undergraduate, Upper-Division Seminar*)

Graduate Teaching Assistant, 2009-2011

- Organizational Communication and Innovation (*Comm St 366, Undergraduate, Upper-Division Lecture*)

- Managing Information for Innovation (*MSC 515, Professional Masters, Case-Based Lecture*)

University of Southern California, Annenberg School of Journalism

Graduate Teaching Assistant, 2003-2005

- History of Journalism (*Jour 201, Undergraduate, Required Class*)
- Sports, Business and Media (*Jour 380, Upper-Division Lecture, Lead TA*)
- Entertainment Public Relations (*Jour 452, Graduate Seminar*)

GRADUATE STUDENT ADVISING

Ph.D. Dissertation Chair

- William Rothel Smith III, *Communicative Elements of Fluid Collective Organizing*, 2019
 - Winner, W. Charles Redding Dissertation Award, Organizational Communication Division, International Communication Association
- LaRae Tronstad, *Shifting Practices of Governance: Roles within Inclusive Practices on Health Center Governing Boards*, 2017
- Jacob S. Ford, *Managing Multiple (Dis)Identifications: Questioning the Desirability and Utility of Identification in Volunteer Work*, 2016

Ph.D. Dissertation Committee Member

- Eric Waters (Department of Communication Studies), 2016
- Katherine Hubbard (Department of Advertising and Public Relations), 2016
- Ashley Barrett (Department of Communication Studies), 2015
- Michael Moode, (Department of Communication Studies), 2015

M.A. Thesis Chair

- Diana Biffl, *What's the Cool Thing to Do Here?: Navigating Uncertainty By Engaging Social Media Professionals*, 2016
- Emani Corcran, *The Selling of Authenticity*, 2022

PROFESSIONAL SERVICE ACTIVITIES

Editorial Board Membership

- *Journal of Applied Communication Research* (2016-2020)
- *Journal of Computer-Mediated Communication* (beginning 2018)
- *Management Communication Quarterly* (beginning 2019)

Reviewing Activities

Peer-Reviewed Journals

- *Administrative Science Quarterly* (2014)
- *Communication Monographs* (2015, 2018, 2020, 2021, 2022)
- *Communication Research* (2016, 2018, 2022)
- *Communication Theory* (2017)
- *Communication Yearbook* (2014, 2015)
- *Human Relations* (2014, 2018)
- *Information Technology and People* (2010)
- *Information Systems Research* (2016)
- *International Journal of Communication* (2015)

- *Journal of Applied Communication Research* (2009, 2013, 2014, 2015, 2016, 2018)
- *Journal of the Association for Information Science and Technology* (2015)
- *Journal of Communication* (2013, 2018)
- *Journal of Computer-Mediated Communication* (2012, 2013, 2014, 2015, 2016, 2018, 2020)
- *Journal of Management Studies* (2022)
- *Journal of Strategic Information Systems* (2013)
- *Management Communication Quarterly* (2015, 2016, 2019, 2020, 2021, 2022)
- *MIS Quarterly* (2016)
- *Organization Science* (2014)
- *Organization Studies* (2014, 2015)

Association Committees and Officer Roles

- Program Committee Member, International Conference on Quantified Workplace (February 2016)
- Program Committee Member, Social Media, Activism, and Organisations Symposium (September 2015)
- Secretary, Organizational Communication Division, National Communication Association (2018-2019)
- Committee Member, Linda L. Putnam Early Career Scholar Award, Organizational Communication Division, International Communication Association (2019; Chair in 2021)
- Vice-Chair, Organizational Communication Division, International Communication Association (2022-present)

Reviewer for Grants

- National Science Foundation Panel Review Committee, Directorate of Social, Behavioral, and Economic Sciences (2020)
- Social Science Humanities and Research Council, Government of Canada (2014)

Association Memberships

- International Communication Association
- National Communication Association
- Academy of Management
- Association for Education in Journalism and Mass Communication

University and Department Service

- Member, University of Texas Faculty Council, Beginning Fall 2017
- Member, Selection Committee, University Co-op Hamilton Book Award, 2018
- Member, Moody College of Communication Scholarship Committee, 2016
- Member, Communication Studies Graduate Student Honors Committee, 2015-2017
- Member, Communication Studies Department Scholarship Committee, 2013-2017

Industry Experience

Edelman Public Relations

Senior Analyst, Corporate Communications Practice, 2003-2006

- Provided counsel to several Fortune 500 companies on employee engagement issues, with a particular emphasis on aligning communications structure with business objectives
- Conducted study on organizational use of social media technologies
- Produced thought leadership work on employee engagement issues including newsletters and white papers