

James Crissman

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EDUCATION

Boston University, College of Communication

Ph.D. Candidate Emerging Media Studies

August 2023 – Present

- Researches the intersection of visual communication, online political discourse, artificial intelligence, and public policy, with a focus on emerging media trends and their societal impacts.
- Leads research on the impact of political imagery in the 2024 election cycle, the dissemination of vaccine misinformation during the Covid-19 pandemic, news coverage of AI governance, and building upon a master's thesis examining media framing patterns of police violence.
- Analyzed over 150,000 online news articles on victims of police violence, examining framing patterns and trends. Leveraged advanced BigQuery and SQL skills to extract data and utilized R to integrate and analyze three distinct datasets.
- Performed a citation analysis of over 100,000 academic articles in visual communication, employing unsupervised machine learning techniques in Python to identify key topics and contributions to the field.
- Serves as a teaching assistant, leading discussion sections for undergraduate and graduate-level courses, contributing to course design, and managing the grading of assignments for over 50 students each semester, enhancing educational outcomes and mentorship.

M.A. Emerging Media Studies

Graduated June 2021

Thesis: Say Their Names: How George Floyd and Social Media Activists Altered a National Conversation About Race

- Conducted independent thesis research on media coverage of 2020 Black Lives Matter movement and role of online activists.
- Honed advanced skills in data wrangling, analysis, and visualization to drive impactful computational research.
- Analyzed and annotated data for research projects for Boston University's AI & Emerging Media research group.

Emory University

Graduated May 2015

B.A. Interdisciplinary Studies; Minor: Philosophy

Summa Cum Laude

Thesis: Landscape of Experience: National Park Tourists and Photography

- Completed interdisciplinary honors thesis examining how tourists experience national parks mediated by photography.
- Received an \$800 grant from the Emory College Center for Creativity & Arts to observe and photograph tourists across the nation.

RESEARCH EXPERIENCE

Boston University, College of Communication

Research Assistant for Dr. Chao Su

August 2024 - August 2025; February 2021 – June 2021

- Assists in researching and writing literature reviews for research about online political discourse, network analysis, and content moderation. Has written three journal and conference submissions, including an extended abstract eventually accepted into the 72nd ICA Conference.
- Has written proposals for and received nearly \$8,000 in research funding from BU's AI Research Resource Program and Institute for Health System Innovation & Policy.
- Collects and manages large-scale social media and news data from online portals like Brandwatch that are then cleaned and analyzed in the New England Research Cloud and BU's Shared Computing Cluster.

PUBLICATIONS

- Su, C., **Crissman, J.**, Clarke, M. (2021). From moderation to deliberation through #Hashtag: Tweeting behaviors in shaping pro- and anti-vaccine campaigns on Twitter. International Communication Association Conference, Paris, France, May 26-30.

PRESENTATIONS

- **Crissman, J.**, Lokmanoglu, A. D., Grabe, M. E., Walter, D. (2026). Tracing Visual Communication's Cross-Disciplinary Citation Footprint in a Network Analysis from 1975 to 2024. International Communication Association Conference, Cape Town, South Africa. June 5.

- Gao, G., Shan, Z., **Crissman, J.**, Novozhilova, E., Huang, Y., Ramanathan, A., Betke, M., & Wijaya, D. (2025). Insights into Climate Change Narratives: Emotional Alignment and Engagement Analysis on TikTok. NLP for Positive Impact Workshop @ ACL 2025. Vienna, Austria. July 31. (Awarded “**Best Paper**” for NLP for Positive Impact Workshop 2025)
- **Crissman, J.**, Wells, C. (2025). Saying Their Names: Shifts in News Media Framing of Police Violence. International Communication Association Conference, Denver, Colorado, USA. June 12-16.
- **Crissman, J.** (2025). How European Union Media Frames the Challenges of the Artificial Intelligence Act. International Communication Association Conference, Denver, Colorado, USA. June 12-16.
- **Crissman, J.**, Wells, C. & Auger, R. (2024). Say Their Names: Breonna Taylor, George Floyd, and a National Conversation About Race. International Conference on Computational Social Science, Philadelphia, Pennsylvania. July 18-20.
- Chaikulngamdee, C., **Crissman, J.**, Amorin, C., Jiang, X., Bronda, S., Harfush, K., Beiner, C., Hu, H., Garcia, A., Huang, M., & Guo, L. (2021). Developing Public Health Communication Strategies: An Examination of Framing Theory and Effective Communication during COVID-19 International Communication Association Conference, Paris, France. May 26-30.
- **Crissman, J.** (2015). National Park Tourists and Photography. National Collegiate Research Conference, Harvard University, Boston, Massachusetts. January 22-24.

TEACHING EXPERIENCE

Boston University, College of Communication

Instructor of Record

August 2025 - Present

- Taught CM321: Communication Research Methods, an undergraduate course introducing social scientific inquiry in media, through literature review, research design, data collection, and quantitative and qualitative analysis to develop students’ research literacy and applied methodological skills.

Graduate Teacher Assistant

August 2023 - May 2025

- Directed two simultaneous group Master’s student projects, resulting in journal-ready academic papers and professional deliverables for clients, including an online high school and a non-profit organization.
- Led weekly discussion sections and managed grading for a cohort of 25 undergraduate students, fostering engagement and comprehension of course material.
- Supported professors in developing course materials, including syllabi, over 20 lecture presentations, 15 assignments, and 4 final projects, ensuring a seamless learning experience.
- Conducted comprehensive review sessions to prepare students for final exams in computational text analysis and communication research methods, reinforcing core concepts and advanced techniques.

Invited Talks and Lectures

- “Text as Data: Web Scraping Methods for Computational Communication Research,” Guest lecture for Dr. Chris Su’s Computational Communication Research Theories, Methods, and Applications, EM 847, Boston University (*March 7, 2025*).
- “Introduction to Content Analysis,” Guest lecture for Dr. Dennis Wu’s Communication Research Methods, CM 321, Boston University (*April 4, 2024*).
- “Visual Literacy & Communication,” Guest lecture for Dr. James Katz’s Masters Collaboratory Project, EM 777, Boston University (*March 28, 2024*).

PROFESSIONAL EXPERIENCE

Ogletree Deakins

Data Visualization Manager

October 2021 – June 2023

- Collected and synthesized complex datasets from public sources, including government agencies like OSHA, and proprietary client information. Designed interactive dashboards and comprehensive reports that tracked project spending, regulatory compliance, and enforcement trends. Outputs provided actionable insights for clients, informed strategic decision-making, and demonstrated the effective application of public data to real-world challenges.
- Developed and implemented the firm’s first comprehensive style guides for branding and data visualizations, prioritizing accessibility and establishing consistent, inclusive design standards.
- Managed over a dozen of data visualization projects across departments with a focus on visual and UX design to ensure that customer experiences are seamless and consistent across multiple digital platforms.
- Led a team of designers in a rebranding campaign, including a logo redesign with an intense focus on maintaining brand consistency throughout the firm and ensuring that firm content was held to a high visual and communicative standard.
- Managed internal and external design projects across departments. Ensured that all products meet firm brand standards and consulted on the UX design of all digital products being offered as client resources.

Creative Projects Coordinator**November 2016 – October 2021**

- Designed hundreds of marketing materials (digital and print advertisements, online and print publications, and client facing documents) all while maintaining brand standards to provide the firm with a consistent and professional appearance.
- Coordinated redesign of firm branding materials to match a new and innovative look, including logos, PowerPoint presentations, event flyers, internal communications, and national publications.
- Collaborated with attorneys to produce over 20 detailed and dynamic presentations to be used in pitch meetings for Fortune 500 companies. Presentations included data visualization and motion graphics tailored specifically for clients.

Client Services Coordinator**January 2016 – November 2016**

- Researched and assembled materials for competitive requests for proposals and pitches tailored to meet needs of attorneys and potential clients. Designed firm standard templates for professional presentation of pitch materials.

Web Content Assistant**August 2015 – November 2015**

- Utilized proficiency in HTML and CSS to streamline new firm website, enhance performance and user interface, improve site's SEO, and archive online documents.

HONORS & AWARDS

Best Paper Award – NLP for Positive Impact Workshop @ ACL 2025. Vienna, Austria	2025
Graduate Student Research Award – BU College of Communication, Emerging Media Studies	2025
Distinguished Leadership Award – BU College of Communication, Emerging Media Studies	2024
Dean's Scholarship – BU College of Communication	2020 - 2021
Spirit Award – BU College of Communication, Emerging Media Studies	2021
National Finalist, Best Breaking News Photography – Society for Professional Journalists	2015
STIPE Scholar – Emory University	2013-2014

TECHNICAL SKILLS**Software proficiency:**

R, Python, SQL, BigQuery, Tableau, Power BI, ArcGIS, Adobe Creative Suites, Microsoft Office Suite, HTML, and CSS