

BRADLEY E. WIGGINS, PH.D.
Associate Professor and Department Head
Webster Vienna Private University

PERSONAL INFORMATION

Name: Bradley Earl Wiggins
Address: Department of Media Communications, Pratersstraße 23 1020 Vienna
E-Mail: bradley.wiggins@webster.ac.at
ORCID: <http://orcid.org/0000-0003-3500-1778>

EDUCATION

Ph.D. in Communications Media and Instructional Technology
Indiana University of Pennsylvania, 2011 (summa cum laude)

M.A. in German Language and Literature and TESOL Certification
University of Pittsburgh, 2002

B.A. in History and German; Russian
University of Pittsburgh, 1999

EXPERIENCE

Webster Vienna Private University
Head, Department of Media Communications
Associate Professor of Media Communications, 07/2015 – present

University of Arkansas – Fort Smith (Fort Smith, AR)
(Founding) Head, Department of Communication
Assistant Professor of Communication, 07/2011 – 06/2015

Crown World Mobility
Intercultural Trainer, 04/2014-06/2015

Pennsylvania Highlands Community College (Johnstown, PA)
Instructor in Communication & English, 01/2009 – 06/2011

Echo International (Pittsburgh, PA)
Manager of Language & Intercultural Training 12/2006 – 08/2008

Inlingua International School (Dessau, Germany)
English & German Language Instructor, 03/2004 – 12/2006

Callan School (Bielsko-Biała, Poland)
English Language Instructor, 07/2003 – 03/2004

University of Pittsburgh (Pittsburgh, PA)
German Language Teaching Assistant, 08/2000 – 05/2002

Schiller-Gymnasium (Offenburg, Germany)
J. William Fulbright Teaching Assistantship, 08/1999-06/2000

INVITED TALKS/KEYNOTES/SEMINARS

Wiggins, B.E. (2020, Sept. 16). **Media and Reporting: COVID-19**. Invited for panel discussion as part of the *Long Nights of Interculturality* hosted by the International Cultural Diversity Organization. Vienna, Austria.

Wiggins, B.E. (2018, Dec. 13). **The impacts of social media on human rights and activism**. Invited Keynote for Seminar held at Webster University Geneva in honor of International Human Rights Day. Geneva, Switzerland.

Wiggins, B.E. (2018, Feb. 22). [Upholding democracy in an age of fake news](#). *General Committee on Democracy, Human Rights and Humanitarian Questions*: Organization for Security and Co-operation in Europe (OSCE) Parliamentary Assembly. Vienna, Austria.

Wiggins, B.E. (2016, Sept. 17). **Internet memes, viral media, and the 2016 U.S. election**. Doctoral seminar in a course on *Communication Theory and Practice* at the Indiana University of Pennsylvania, USA.

PUBLICATIONS

BOOKS

Wiggins, B.E. (2019). [The discursive power of memes in digital culture: Ideology, semiotics, and intertextuality](#). Routledge.
(Re-published in paperback September 30, 2020)

Wiggins, B.E. (2011). **The impact of cultural dimensions and the coherence principle of multimedia instruction on the achievement of educational objectives within an online learning environment**. PhD Dissertation manuscript. Indiana University of Pennsylvania.

PEER-REVIEWED JOURNAL ARTICLES

- Wiggins, B.E. (2021). **#CivilWar2: Instagram Posts during COVID-19.** *Social Semiotics*, 31:3, 402-420. DOI: 10.1080/10350330.2021.1930803
- Wiggins, B. E. (2020). **Boogaloo and Civil War 2: Memetic antagonism in expressions of covert activism.** *New Media & Society*, 1-27.
<https://doi.org/10.1177/1461444820945317>
- Wiggins, B.E. (2020). **Memes and the media narrative: the Nike-Kaepernick controversy.** *Internet Pragmatics*, 3(2), 202-222.
<https://doi.org/10.1075/ip.00032.wig>
- Wiggins, B.E. (2017). **Intercultural games and simulations.** In Y.Y. Kim & K. McKay-Semmler (Eds.). *International Encyclopedia of Intercultural Communication* (pp. 1-12). Hoboken, NJ: Wiley-Blackwell.
- Wiggins, B.E. (2017). **Navigating an immersive narratology: Fake news and the 2016 U.S. Presidential campaign.** *International Journal of E-Politics* 8(3), 16-33. DOI: 10.4018/IJEP.2017070101
- Wiggins, B.E. (2017). **Digital dispatches from the 2016 US election: Popular culture, intertextuality and media power.** *International Journal of Media & Cultural Politics*, 13(1-2), 197-205.
- Wiggins, B.E. (2016). **Crimea River: Directionality in memes from the Russia-Ukraine conflict.** *International Journal of Communication*, 10(2016), 451-495.
- Wiggins, B.E. (2016). **An overview and study on the use of games, simulations, and gamification in higher education.** *International Journal of Game-Based Learning*, 6(1), 18-29. doi: 10.4018/IJGBL.2016010102
- Wiggins, B. E., & Bowers, G. B. (2015). **Memes as genre: A structural analysis of the memescape.** *New Media & Society*, 17, 1886-1906.
doi:10.1177/1461444814535194
- Wiggins, B.E., & Simkowski, S. (2014). **Convergence and divergence: Accommodating online cross-cultural communication styles.** *International Journal of Instructional Technology and Distance Learning*, 11(12), 51-60.
- Wiggins, B.E. (2013). **Flexible coherence: Re-thinking e-learning design principles for linguistically and culturally diverse students.** *Contemporary Educational Technology*, 4(1),30-49.

Wiggins, B.E. (2012). [Toward a model of intercultural communication for simulations.](#) *Simulation & Gaming*, 43(4), 550-572.

Wiggins, B.E. (2010). **Logograms on the rise: Ubiquitous computer-mediated communication.** *Ubiquitous Computing and Communication Journal*, 5(3), 1-4.

Wiggins, B.E. (2010). **An exploratory study of virtual collaboration using Facebook.** *Journal of Communications Media Studies*, 2(1), 122-135.

Leidman, M.B., & Wiggins, B.E. (2010). **Developing a paradigm for describing diversity and multiculturalism in modern America.** *Journal of Social Sciences*, 6 (1), 55-59.

Wiggins, B.E. (2009). **Framing the truth: U.S. media coverage during the War on Terror.** *Journal of Mass Communication at Francis Marion University*, 3(3), 1-17.

APPEARANCES IN POPULAR MEDIA

35 Spot-On Anti-Memes That Aim To Destroy The Whole Meme Concept (2021, August). Bored Panda article written by Denis Tymulis and Liucija Adomaite. Link: https://www.boredpanda.com/anti-meme-pics/?utm_source=google&utm_medium=organic&utm_campaign=organic

Are we meme-ing too much? How images became a key communication tool (2021, July 21). **Doha News** article written by Asmahan Qarjouli. Link: <https://www.dohanews.co/are-we-meme-ing-too-much-how-images-became-a-key-communication-tool/>

Why the stuck Suez Canal boat became the biggest meme of 2021 so far (2021, April 24). **Insider** article written by Sirena Bergman. Link: <https://www.insider.com/suez-canal-stuck-boat-ever-given-meme-internet-2021-4>

How meme stocks beat Wall Street (2021, April 23). **CNBC** Explainer video produced by Natalie Zhang. Link: https://www.youtube.com/watch?v=lu_bpeh7tYc&t=1s (96k views)

The trouble with memes (2021, Jan 21). Podcast interview on **Highbrow Drivel**, hosted by Anthony Jeannot. Link: <https://www.highbrowdrivel.com/1525282/7310992-the-trouble-with-memes-with-dr-bradley-wiggins>

Wiggins, B.E. (2020, Feb. 18). **Политические мемы: Новый способ продвигать мысли политиков в сети? [Political memes: A new way to promote the thoughts of politicians on the web?]**. Live Telecast: RTVi. [Interview begins at 12min58secs]. Retrieved from: <https://rtvi.com/skvoznoy-efir/kak-kandidaty-v-prezidenty-ssha-vedut-predvybornuyu-gonku-s-sotssetyakh/>

A Comprehensive Guide to the Best Arthur Memes on the Internet (2020, April 28). **TIME** Magazine (interview) written by Cady Lang. Link: <https://time.com/5769871/best-arthur-memes/>

Krichmayr, K. (2017, Oct. 5). **Schmutzkampagnen und der Krieg der Bilder**. *Der Standard: Forschung Spezial*. Retrieved from: <https://www.derstandard.at/story/2000065266550/schmutzkampagnen-und-der-krieg-der-bilder>

Wie sich Ukrainer und Russen mit Memes im Netz bekriegen. (2016, March 3). *Der Standard: Debatte im Netz*. Retrieved from: <https://www.derstandard.at/story/2000032194898/studie-wie-sich-ukrainer-und-russen-mit-memes-im-netz>

Perlacki, D. (2016, Jan. 22). **Den nächsten Lernlevel erreichen: Bradley Wiggins forscht zum Einsatz von Spielen und Spielelementen im Unterricht an Universitäten**. *Die Presse: Wissenschaft*. Retrieved from: <https://www.diepresse.com/4910237/den-nachsten-lernlevel-erreichen>

BOOK CHAPTERS

Wiggins, B.E., Leidman, M.B., & McKeague, M. (2011). **Public communication campaigns in the USA**. In C. Vaih-Baur, R. Spiller, & H. Scheurer (Eds.), *PR-Kampagnen: Theorie, Praxis, Ausblicke* (pp. 229-240). Konstanz, Germany: UVK-Verlag.

BOOK REVIEWS

Wiggins, B.E. (2021). Review of the book *Algorithms and the End of Politics: How Technology Shapes 21st Century American Life*. *International Journal of Communication*.

Wiggins, B.E. (2013). Review of the book *The gamification of learning and instruction* *Journal of Communications Media Studies*, 5(1), 73-74.

GRANT REVIEWS

Wiggins, B.E. (2020, April.). Title of Project: **Transfer of Learning in basic food hygiene training from virtual reality to practical application**. Review conducted for the Ministry of Education Tertiary Education Research Fund Projects, Republic of Singapore.

Wiggins, B.E. (2020, Sept.). Title of Project: **An evaluation of online virtual lab simulations to supplement static, text-based learning resources for higher**

education. Review conducted for the Ministry of Education Tertiary Education Research Fund Projects, Republic of Singapore.

CONFERENCE PRESENTATIONS

Wiggins, B.E. (2021, Sept.). **#Comingout: Patterns and themes of using TikTok as a social platform for coming out.** Paper presented at the annual conference of the **European Communication Research and Education Association (ECREA)**, Braga, Portugal (online).

Wiggins, B.E. (2021, June-July). **Memeing a Pandemic: COVID-19 and the Curation of Memes for Fun and Literacy.** Paper presented at the annual conference of the **International Pragmatics Association**, Winterthur, Switzerland (online).

Wiggins, B.E. (2019, July). **Internet Memes and Dadaism: Visual and Conceptual Linkages.** Paper presented at the annual conference of the **International Association of Media Communication Research**, Madrid, Spain.

Wiggins, B.E. (2019, July). **New Focus for a New Undergraduate Degree Program: Strategic Communication.** Presentation delivered at the 11th annual **International Conference on Education and New Learning Technologies EduLearn**, Palma de Mallorca, Spain.

Wiggins, B.E. (2018, Nov.). **America First, the Netherlands Second: Memes created in response to the Trump presidency.** Paper presented at the 7th annual European Communication Conference of the **European Communication Research and Education Association (ECREA)**, Lugano, Switzerland.

Wiggins, B.E. (2018, May). **Together: On the construction of LGBTQ identity online using memes.** Paper accepted for the 68th annual conference of the **International Communication Association (ICA)**, Prague, Czech Republic.

Wiggins, B.E. (2018, March). **Challenges to media literacy in an era of fake news.** Paper accepted for oral presentation at **INTED 2018: the 12th annual International Technology, Education and Development Conference**, Valencia, Spain.

Wiggins, B.E. (2017, July). **Constructing malleable truth: Memes from the 2016 U.S. Presidential campaign.** Paper presented at the 4th annual **European Conference on Social Media (ECSM)**, Vilnius, Lithuania.

- Wiggins, B.E. (2017, March). **Navigating digital culture: Remix culture, internet memes, and viral media.** Paper accepted for oral presentation at **INTED 2017: the 11th annual International Technology, Education and Development Conference**, Valencia, Spain.
- Wiggins, B.E., Leahy, S., Jenkins, K., Smith, J., Arese Visconti, F., Young, T., Srisupawat, B. (2017, March). **International podcast project: Using podcasts to enrich and enhance experiences in international education.** Paper accepted for oral presentation at **INTED 2017: the 11th annual International Technology, Education and Development Conference**, in Valencia, Spain.
- Wiggins, B.E. (2016, March). **Crimea river: Internet memes in the Russia-Ukraine conflict of 2014.** Research paper presented at the 2016 annual national conference of the **Popular Culture Association** in Seattle, WA.
- Wiggins, B.E. (2015, May). **Memes as a genre of online communication.** Panel paper presented at the 65th annual conference of the **International Communication Association (ICA)** in San Juan, Puerto Rico.
- Wiggins, B.E. (2014, Oct.). **Toward a model for intercultural communication in e-learning simulations.** Paper presented at the 14th annual conference of the **Society for Intercultural Education, Training, and Research (SIETAR)**, in Portland, OR.
- Wiggins, B.E. (2014, Oct.). **Game-based learning in higher education.** Paper presented at **E-LEARN 2014: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education**, New Orleans, LA.
- Wiggins, B.E. (2014, Oct.). **Convergence and divergence: Accommodating online cross-culture communication styles***. Paper presented at **E-LEARN 2014: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education**, New Orleans, LA.
- *Received an **Outstanding Paper Award** and was recognized at the keynote talk.*
- Hardin, J. M., & Wiggins, B. E. (2014, March). **A multidisciplinary approach to a multimodal future for composition and journalism.** Panel presentation at the **2014 Conference on College Composition and Communication (CCCC)**, in Indianapolis, IN.
- Wiggins, B. E. (2013, Nov.). **Video game linkages: Connecting across time and space.** Respondent on panel at the 99th meeting of the **National Communication Association (NCA)**, Washington, DC.
- Wiggins, B.E. (2013, Feb.). **Learning from games, learning with games.** Invited paper presented at the Center for Excellence in Teaching and Learning at the University of Arkansas – Fort Smith.

- Wiggins, B.E. (2012, Nov.). **Flexible coherence: Re-thinking e-learning for linguistically and culturally diverse students**. Paper presented at the **18th International Conference on Technology Supported Learning & Training: Online Educa**, Berlin, Germany.
- Wiggins, B.E. (2012, May). **E-learning design and intercultural Challenges**. Paper presented at the **International Conference on Communication, Media, Technology and Design**, Istanbul, Turkey.
- Wiggins, B.E. (2011, Oct.). **The absence of language and culture in e-learning design principles**. Paper presented at **E-LEARN 2011: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education**, Honolulu, Hawaii.
- Wiggins, B.E., & Konetes, G. (2010, Sept.). **The impact of online social networking sites on youth and communication**. Paper presented at the meeting of the **Laurel Highlands Communications Conference**, Indiana, PA.
- Wiggins, B.E. (2010, March). **An exploratory study of virtual collaboration using facebook**. Paper presented at the **Swiss Association of Communication and Media Research (SACM)** in Lucerne, Switzerland.
- Sherman, C., Schaeffer, C. E., Tucker, D., & Wiggins, B.E. (2010, Feb.). **Utilizing games and simulations to support learning**. Paper presented at the **Pennsylvania Educational Technology Expo and Conference (PETE&C)** in Hershey, PA.
- Wiggins, B.E. (2010, Feb.). **A place for synthetic cultures**. Paper presented at the 39th meeting of the **Society of Cross-Cultural Research** in Albuquerque, NM.
- Bazala, L., Diaz, P., Lenze, J., & Wiggins, B.E. (2009, June). **Converging demographics in virtual worlds, graduate schools, and distance education**. Paper presented at the meeting of the **National Educational Computing Conference (NECC)**, Washington, D.C.
- Wiggins, B.E. (2009, June). **Global teams and media selection**. Virtual brief paper presented at the meeting of the **Association for the Advancement of Computing in Education (AACE)** World Conference on Educational Multimedia, Hypermedia & Telecommunications, Honolulu, HI.
- Wiggins, B.E. (2009, March). **Cultural challenges in fostering critical thinking skills in undergraduates**. Paper presented as part of a panel at the meeting of the **Pennsylvania Governor's Conference on Higher Education**, State College, PA.

PUBLISHED CONFERENCE PROCEEDINGS

- Wiggins, B.E. (2018, March). **Challenges to media literacy in an era of fake news.** Proceedings of INTED 2018: the 12th annual International Technology, Education and Development Conference, (p. 6482-6487) Valencia, Spain.
- Wiggins, B.E. (2017, July). **Constructing malleable truth: Memes from the 2016 U.S. Presidential campaign.** Proceedings of the 4th annual **European Conference on Social Media (ECSM)**, (p. 315-324) Vilnius, Lithuania.
- Wiggins, B.E. (2017, March). **Navigating digital culture: Remix culture, internet memes, and viral media.** Proceedings of INTED 2017: the 11th annual International Technology, Education and Development Conference, (p. 368-374) Valencia, Spain.
- Wiggins, B.E., Leahy, S., Jenkins, K., Smith, J., Arese Visconti, F., Young, T., Srisupawat, B. (2017, March). **International podcast project: Using podcasts to enrich and enhance experiences in international education.** Proceedings of INTED 2017: the 11th annual International Technology, Education and Development Conference, (p. 2510-2517) Valencia, Spain.
- Wiggins, B.E., & Simkowski, S. (2014, Oct.). **Game-based learning in higher education.** Proceedings of E-LEARN 2014: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education, (p. 249-255). Chesapeake, VA: AACE.
- Simkowski, S. & Wiggins, B. (2013). **New focus for a new major: Digital storytelling, games and simulations.** In R. McBride & M. Searson (Eds.), Proceedings of Society for Information Technology & Teacher Education International Conference 2013 (pp. 1730-1733). Chesapeake, VA: AACE.
- Wiggins, B.E. (2012, May). **E-learning design and intercultural challenges.** In Proceedings of International Conference on Communication, Media, Technology and Design 2012 (pp. 176-183). Istanbul, Turkey.
- Wiggins, B.E. (2011, Oct.). **The absence of language and culture in e-learning design principles.** In Proceedings of E-Learn 2011--World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education (pp. 474-479). Chesapeake, VA: AACE.
http://www.editlib.org/?fuseaction=Reader.PrintAbstract&paper_id=38753
- Wiggins, B.E., & Konetes, G. (2010, Sept.). **Youth culture, social media, and phatic language: The death of the water cooler.** In Proceedings of the Laurel

Highlands Communications Conference (pp. 180-184). Indiana: Indiana University of Pennsylvania.

Konetes, G., & Wiggins, B.E. (2009, Sept.). **The effectiveness of virtual teams**. In Proceedings of the Laurel Highlands Communications Conference (pp.11-18). Indiana: Indiana University of Pennsylvania.

Wiggins, B.E. (2009, July). **Global teams and media selection**. In Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications (pp. 705-710). Chesapeake, VA: AACE. Retrieved from <http://www.editlib.org/p/31577>.

SERVICE TO THE UNIVERSITY

PROFESSION

External Accreditation Reviewer (invited), Open University of Cyprus, Reviewed two Master Degree programs: Media in Contemporary School; Communication & New Journalism. 12-15 Dec. 2019.

External Grant Reviewer (invited), Tertiary Fund of the Ministry of Education: Institutes of Higher Learning (IHLs) in Singapore. Sept., Nov., & Dec. 2019; Sept. 2020.

International Advisory Board Member (invited), 12th Annual International Technology, Education, and Development Conference, Valencia, Spain, March 2018

Peer Reviewer

Information, Communication & Society, 2020-present
International Journal of Communication, 2015-present
New Media & Society, 2013-present
Political Research Exchange, 2019-present
Social Media + Society, 2017-present
Studies in Higher Education, 2016-present

Assistant Editor

Journal of Communications Media Studies, 2009-2012

Reviewer

International Communication Association, 2015 (for ICA 2016 conference)

UNIVERSITY

Works Council Active Member

Webster Vienna Private University: March 2016 – present

Department Head, Media Communications

Webster Vienna Private University: July 2015 – present

Member, Western Arkansas Technical Center Advisory Council

University of Arkansas – Fort Smith (2013-2015)

Faculty Advisor, The Lions' Chronicle (online student newspaper)

University of Arkansas – Fort Smith: Fall 2012 to June 2015

Member, Director of Institutional Effectiveness Search Committee, 2013

University of Arkansas – Fort Smith

Member, Vice Provost of Enrollment Management Search Committee, 2014

University of Arkansas – Fort Smith

Member, Curriculum Committee

University of Arkansas – Fort Smith: Fall 2012 to 2014

COLLEGE

CALO Assessment Cycle 2.0, 3.0

Department of Communication: University of Arkansas – Fort Smith: 2013-2015

Member, English World Literature & Teacher Education Search Committee,

Department of English, Rhetoric, and Writing: University of Arkansas – Fort Smith:
2012

Participation, University Learning Outcomes: Ethics

Committee on the Assessment of Learning Outcomes: Fall 2011 – 2012
University of Arkansas – Fort Smith

DEPARTMENT

Strategic Communication Bachelor of Arts program development, 2017-2019

Department of Media Communications: Webster Vienna Private University.
Accreditation granted Sept. 2019.

Revised program in Motion Media Production (BA) and Certificate in Digital

Media: Design and Production Department of Media Communications: Webster
University, Vienna and School of Communications: Webster Vienna Private
University

Member, Media Communication curriculum revision – Committee, 2012-2013

Department of Communication: (Added eight new courses and modified four existing courses): University of Arkansas – Fort Smith

Academic Advisor, Media Communication Program, Fall 2011 to 2015
University of Arkansas – Fort Smith

WIUP – FM Radio Program Host, 2009-2010
Indiana University of Pennsylvania

AWARDS OR SCHOLARSHIPS

College of Education and Educational Technology Alumni Award
Indiana University of Pennsylvania (September, 2016)
Award recipient determined by a college-wide committee representing many departments and programs. Initially nominated by B. Gail Wilson, Professor and Chair, Department of Communications Media.

Fulbright Teaching Assistantship (Germany)
English Language and American Studies Instructor
Competitiveness: Approximately 400 applications with 140 awards granted

University of Pittsburgh's **David L. Lawrence Scholarship** (\$2500.00)
Summer study at the Universität Augsburg in Germany (1998)

LANGUAGE PROFICIENCY

Native: English
Very good: German
Good to Fair speaking, writing, etc.: Russian, Dutch, Spanish

COURSES TAUGHT

Webster University, Vienna
FRSH 1200 First-Year Seminar: Digital Culture (emphasis)
MDST 1010 Media Foundations
MDST 2100 Media Literacy
MDST 4200 Media Research
MDST 3150 Special Topics: Remix Culture, Viral Media, Internet Memes
MDST 4110 Media & Digital Culture
MDST 4500 Political Communication
PBRL 1010 Fundamentals of Strategic Communications and Public Relations
PBRL 2920 Writing for Public Relations
SPCM 1040 Public Speaking
SPCM 1280 Interpersonal Communication

University of Arkansas – Fort Smith

COMM 2203 Introduction to Mass Communication

COMM 2213 Media Production*

COMM 3503 Digital Media*

COMM 3801 Publication Staff (Lions' Chronicle)

COMM 3803 Digital Games and Simulations*

COMM 3903 Communication Research Methods*

COMM 4203 Culture and Communication

RHET 4633 Hypertext Theories and Practice

RHET 4643 Writing for the Media

COMM 4733 Media Ethics*

ENGL/FORL 4343 Teaching People of Other Cultures

SPCH 1203 Introduction to Speech Communication

**Developed curriculum for these courses and got them added to the catalog*

Indiana University of Pennsylvania

COMM 101 Communications Media in American Society

COMM 240 Basic Audio Production

Pennsylvania Highlands Community College

ENG 110 English Composition

COM 101 Public Speaking

COM 201 Media & Society

University of Pittsburgh

GERM 0001 Elementary German 1 and 2

GERM 0021 German for Reading Knowledge 1

GERM 0022 German for Reading Knowledge 2