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HIGHLIGHTS

Recipient, UOIT Teaching Award, 2013 and 2007
Recipient, Teaching Excellence Award, Faculty of Social Science and Humanities, 2009
Associate Professor, UOIT Faculty of Social Science and Humanities, 2014-present
Assistant Professor, UOIT Faculty of Social Science and Humanities, 2008-2014
Lecturer, UOIT Faculty of Education, Faculty of Criminology, 2003-2007
Over 15 years of experience using technology in teaching at a variety of levels and disciplines

EDUCATION

PhD	UNIVERSITY OF CAMBRIDGE, ENGLAND Social Demography Funded by full scholarship: Rotary International	1994-1998
BA	WHEATON COLLEGE, Norton, MA, USA European History Women's Studies Magna Cum Laude Departmental Honors	1990-1994
JYA	UNIVERSITY OF EDINBURGH, SCOTLAND	1992-1993

ADDITIONAL QUALIFICATIONS

Teacher Certification (Provisional), Grades 9-12: Massachusetts Department of Education, 2000.

EMPLOYMENT

Associate Professor, UOIT Faculty of Social Science and Humanities	Design and teach courses in the communication program. Implement innovative, leading edge use of technology in teaching including Camtasia, Jing, blogs, online discussions and collaboration. Work within international and university research teams to conduct studies in education and communication. Serve the university and community with dedicated service to students, faculty, staff and community citizens.	2014-present, Associate Professor; 2008- 2014, Assistant Professor;
Lecturer, UOIT Faculty of Education and Criminology	Designed and taught courses in education and philosophy. Learned and implemented the use of new educational technologies including WebCT, clickers, online discussions and audio/visual recording. Served	2003-2008

Sharon Lauricella, Ph.D., Curriculum Vitae, 2016

the university and community on committees and participation in events.

Manager, Research Services, UOIT	Built the university's research administration structure. Communicated with faculty on funding opportunities. Liaised with funding bodies on behalf of the university.	2002-2003
Director of Research, D-Code, Inc.	Supervised qualitative and quantitative research/consulting projects at a research, strategy and consulting firm. Managed firm's intellectual capital. Wrote research reports for public and client purposes. Managed client relations and delivered presentations.	2001-2002
Director of Research, The NRG Group, Inc.	Analyzed market trends in information technology for a consulting and venture capital firm.	2000-2001
Full-Time Certified Teacher, History/Science Department, Whitman-Hanson Regional High School, MA, USA	Developed curriculum delivery for grades 9-12. Pioneered use of school information technology labs for grades 9-12.	1998-2000

CURRENT RESEARCH INTERESTS

Spiritual communication	Research focuses on prayer as a form of inter- and intrapersonal communication, the use of spiritual practices during times of personal difficulty, and the acquisition of mindfulness meditative techniques.
Food communication	This new area of research introduces "food communication" - the study of advertising, films, and blogs which address the consumption (or non-consumption) of animal products, and how food is considered in the context of nutrition and medication. Particular attention is paid to the global and cultural context of food communication, and how consumers make and take meaning from popular images around the world of dairy and meat consumption.
Learning with Technology	Research focuses on the benefits and challenges of using laptops in higher education and a variety of communication tools used in and out of the classroom.

PUBLICATIONS AND CONFERENCES

Published Refereed Articles

Lauricella, S. (2016). The ancient-turned-new concept of "spiritual hygiene": An investigation of media coverage of meditation from 1979-2014. *Journal of Religion and Health*. doi: 10.1007/s10943-016-0262-3

- Kay, R. H. & Lauricella, S. (2016). Assessing laptop use in higher education: The Laptop Use Scale. *Journal of Computing in Higher Education*, 28(1), 18-44. doi: 10.1007/s12528-015-9106-5 Retrieved from <http://link.springer.com/article/10.1007%2Fs12528-015-9106-5>
- Lauricella, S. (2016). Spiritual hygiene in modern times. *Spirituality in the twenty-first century: Formations*. J. Mata & G. Miller, Eds. Oxford: Inter-disciplinary Press.
- Lauricella, S. & Koster, K. (2016). "Refueling" athletes: Social media's influence on the consumption of chocolate milk as a recovery beverage. *American Communication Journal* 18(1).
- Hochheimer, J., Huffman, T., & Lauricella, S. (In press). The states of spiritual communication (in part): Exploring the sharing of meaning. *Contemporary Spirituality Across Disciplines: Understandings, Applications, and Practices*. Marian de Souza, Jane Bone & Jacqueline Watson, Eds., Springer.
- Lauricella, S. & MacAskill, S. (2015). Exploring the potential benefits of holistic education: A formative analysis. *Other Education*, 4(2), 54-78. Retrieved from <http://www.othereducation.org/index.php/OE/article/view/102/119>
- Kay, R. H. & Lauricella, S. (2015). Investigating and comparing communication media used in higher education. *Journal of Communication Technology and Human Behaviors*, 2(1), 1-20.
- Lauricella, S. (2014). Judging by the way animals are treated: Gandhi as a manifestation of Patanjali's Yoga Sutras. *Gandhi Marg*, 35(4), 655-674.
- Lauricella, S. (2014). Mindfulness meditation with undergraduates in face-to-face and digital practice: A formative analysis. *Mindfulness*, 5(6), 682-688. Retrieved from <http://link.springer.com/article/10.1007/s12671-013-0222-x/fulltext.html>
doi: 10.1007/s12671-013-0222-x
- Douai, A. & Lauricella, S. (2014). The "terrorism" frame or "neo-Orientalism": How Western media cover Islam's Sunni-Shia sectarian relations after 9/11. *International Journal of Media and Cultural Politics*, 10(1), 7-24.
- Kay, R. H. & Lauricella, S. (2014). Investigating the benefits and challenges of using laptop computers in higher education. *Canadian Journal of Learning and Technology*, 40(2), 1-25.
- Lauricella, S. (2013). Performing spirituality: Lil' Wayne's letters from a New York jail. *Urban God Talk: Rap, Religion and a Spirituality of Hip Hop*. Andre Johnson, Ed. Lanham, MD: Lexington Books.
- Baesler, E. J. & Lauricella, S. (2013). Teach peace! Assessing instruction of the nonviolent communication and peace course. *Journal of Peace Education*. doi: [10.1080/17400201.2013.777899](https://doi.org/10.1080/17400201.2013.777899)
- Lauricella, S. & Kay, R. H. (2013). Exploring the Use of Text and Instant Messaging in Higher Education Classrooms. *Research in Learning Technology*, 21. <http://dx.doi.org/10.3402/rlt.v21i0.19061>
- Lauricella, S. (2012). The lifetime of prayer: A review of literature on prayer throughout the life course. *Journal of Communication and Religion*, 35(3), 209-236.
- Lauricella, S. & Kyereme, S. (2012). A religious hustle: T.I. and Jay-Z's lyrical narratives from "the trap" to the spiritual. *Journal of Religion and Society*, 14. Retrieved from <http://moses.creighton.edu/jrs/2012/2012-25.pdf>

- Lauricella, S.** & Alexander, M. (2012). Voice from Rikers: Spirituality in hip hop artist Lil' Wayne's prison blog. *Journal of Religion and Popular Culture*, 24(1). doi:10.3138/jrpc.24.1.15
- Brown, D., **Lauricella, S.**, Zaidi, A. & Douai, A. (2012). Consuming television crime drama: A uses and gratifications approach. *American Communication Journal*, 14(1). Retrieved from http://acjournal.org/journal/pubs/2011/winter/ACJ_2011-022_Douai%5B1%5D.pdf
- Lauricella, S.** (2011). Making sense of spiritual media: An audience study of The Secret DVD, book, and website. *Nebula*, 8(1). Retrieved from <http://www.nobleworld.biz/images/Lauricella.pdf>
- Baesler, E. J., Lindvall, T., & **Lauricella, S.** (2011). Assessing predictions of Relational Prayer Theory II: Media and interpersonal inputs, public and private prayer processes, and spiritual health. *Southern Communication Journal*, 76(3), 191-209. doi: 10.1080/10417940903474438
- Kay, R.H., & **Lauricella, S.** (2011). Gender differences in the use of laptops in higher education: A formative analysis. *Journal of Educational Computing Research*, 44(3), 357-376.
- Kay, R.H., & **Lauricella, S.** (2011). Unstructured vs. Structured Use of Laptops in Higher Education. *Journal of Information Technology Education*, 10, 33-42. Retrieved from <http://www.jite.org/documents/Vol10/JITEv10IIPp033-042Kay840.pdf>
- Kay, R.H., & **Lauricella, S.** (2011). Exploring the Benefits and Challenges of Using Laptop Computers in Higher Education Classrooms: A Formative Analysis. *Canadian Journal of Learning and Technology* 37 (1), 1-18.
- Lauricella, S.** & Kay, R. (2010). Assessing Laptop Use in Higher Education Classrooms: The Laptop Effectiveness Scale (LES). *Australasian Journal of Educational Technology*, 26 (2), 151-163. Retrieved from <http://www.ascilite.org.au/ajet/ajet26/lauricella.pdf>
- Lauricella, S.** (2009). Is this for real?! Web literacy for the web savvy. *Communication Teacher*, 23 (1-4), 137-141.

Refereed Conference Publications

- Cramer, J. & **Loverock, S.** (2006). Self-reported extent and effect of internet use by students inside and outside of scheduled university class hours. In E. Pearson & P. Bohman (Eds.), *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2006* (1660-1665).

Select Conference Presentations

- Lauricella, S.**, Holba, A., & Blinne, K. (2015, November). Practicing mindfulness: Spiritual self-care practices for teachers and researchers. Performance session at National Communication Association Annual Convention, Las Vegas, Nevada.
- Lauricella, S.**, Hochheimer, J., Redick, K., & Huffman, T. (2015, November). The opportunity for research in Spiritual Communication: Ideas, methods, and colleagues. Performance session at National Communication Association Annual Convention, Las Vegas, Nevada.
- Lauricella, S.** (2015, November). Missed opportunities: A framing analysis of the Got Milk? Campaign. Competitive paper presentation at National Communication Association Annual Convention, Las Vegas, Nevada.

- Lauricella, S.** (2015, November). A new opportunity in spiritual communication theory: "Spiritual hygiene" as depicted in media coverage of meditation from 1979-2014. Competitive paper Presentation at National Communication Association Annual Convention, Las Vegas, Nevada.
- Lauricella, S.** (2015, November). (Re)Imagining woman through digital media: Toward an NCA #hashtag initiative Competitive paper presentation National Communication Association Annual Convention, Las Vegas, Nevada.
- Lauricella, S.** (2015, April). Sacred cows make the best milk: A framing analysis of the Got Milk? campaign. Popular Culture Association/American Culture Association, New Orleans, LA.
- Lauricella, S. (2015, March). Spiritual hygiene in modern times: An investigation of media coverage of meditation from 1979-2014. Spirituality in the 21st century, Inter-Disciplinary Press, Lisbon, Portugal.
- Lauricella, S., Hochheimer, J., Huffman, T., & Clark, K., (2014, November). The emerging field of spiritual communication studies. National Communication Association Annual Convention, Chicago, IL.
- Lauricella, S.,** Redick, K., Baesler, J., & Huffman, T. (2013, November). Spiritual connections: Creating internal space and external place at the Washington National Cathedral. National Communication Association 99th Annual Convention, Washington, D. C.
- Lauricella, S.,** Hosterman, A., & Johnson, J. (2014, April). Teaching with Pop Culture: Strategies and Best Practices. Southern States Communication Association 84th Annual Convention, New Orleans, LA.
- Lauricella, S.** (2012). Sanga and solitude: Exploring the acquisition of mindfulness-based meditation practices. National Communication Association Convention, Orlando, FL.
- Lauricella, S.** (2012). Growing as a COMMunity: Responding to everyday issues through a global techno-community. National Communication Association Convention, Orlando, FL.
- Lauricella, S.** (2012). Food as contradiction. Roundtable participant: From famine to foodies: National Communication Association preconference seminar, Orlando, FL.
- Lauricella, S.** (2012). Crying over spilled milk: The problem(s) with animal products and advertising. Southern States Communication Association Convention, San Antonio, TX.
- Lauricella, S.** (2011). Voice from Rikers: Spirituality in hip hop artist Lil' Wayne's blog from prison. National Communication Association Convention, New Orleans, LA.
- Lauricella, S.** (2011). Speak up, speak out: The power of digital voices from the cloud. National Communication Association Convention, New Orleans, LA.
- Lauricella, S.** (2010). Prayer and coping: An examination of communicative prayer and personal challenges. National Communication Association Convention, San Francisco, CA.
- Lauricella, S.** (2010). Making sense of spiritual media: An audience study of The Secret DVD, book, and website. 7th International Conference on Media, Religion and Culture, Toronto, ON.

Lauricella, S. (2010). Yoga nidra with university students: F2f and digital self-talk. *Southern States Communication Association 2010*, Memphis, TN.

Kay, R. H., & **Lauricella, S.** (2010). Exploring the benefits and challenges of using laptops in higher education classrooms, *Global Learn Asia Pacific 2010*, Penang, Malaysia.

Additional scholarly contributions

Lauricella, S. & Kyereme, S. (2012). Hustling Religion: Rap and the religious flava of T.I. and Jay-Z. Rhetoric, Race and Religion blog. Edited by Andre Johnson. Retrieved from <http://rhetoricraceandreligion.blogspot.com/2012/07/hustling-religion-rap-and-religious.html>

TEACHING ACTIVITIES

Undergraduate courses

COMM4610U	Communication and Conflict: Nonviolent Communication Designed fourth-year level course on conflict management using nonviolent approaches and strategies. Course addresses international, interpersonal, intrapersonal and other conflicts, including political, economic, social, environmental and personal issues. Special attention is focused on peaceful negotiations between people and nations.	2012- 2016
COMM3110U	Communication Ethics Sole responsibility for designing and teaching face-to-face course with online content, assignments, and learning materials. Utilized YouTube videos, created Jing videos for students, and instructed development of Wordpress skills for student reflection.	2010- 2015
COMM1320U	Oral Communication and Public Speaking Delivered in face-to-face format with online content, assignments, and learning materials. Utilized iTunesU for sharing of student video recordings. Created online video recordings to provide both visual and audio feedback to students on assignments.	2010- 2016
COMM2310U	Advanced Professional Writing Designed first hybrid course in UOIT's Communication program. Delivered in hybrid format with online content, assignments, and learning materials. Primary responsibility for developing online content and development for hybrid course. Incorporated use of online filesharing tools for peer editing. Created online video recordings for sharing of course materials.	2009 2010 2011
COMM1110U	Fundamentals of Professional Writing Delivered in face-to-face format with online content, assignments, and learning materials. Extensive use of WebCT, Camtasia, Jing. Created podcasts (.mp3) for delivery of course information.	2008 2009
COMM1310U	Developments in Human Communication Delivered in face-to-face format with online content, assignments, and learning materials. Extensive use of WebCT, Camtasia, Jing. Created	2008

podcasts (.mp3) for delivery of course information.

SSCI2021U	Issues in the Family Designed course. Delivered in hybrid format with online content, assignments, and learning materials. Primary responsibility for developing online content and development for hybrid course. Supervised two teaching assistant contracts. Extensive use of WebCT, Camtasia, Jing.	2006 2008
PHIL1000U	Issues in Social and Political Philosophy Delivered in hybrid format with online content, assignments, and learning materials. Sole responsibility for developing online content and development for hybrid course. Supervised 5.5 teaching assistant contracts. Extensive use of WebCT and online learning materials.	2003 2005 2006
EDUC4240U	Understanding Research, Intermediate/Senior Understanding Research, Primary/Junior Designed course. Delivered in traditional format with online content, assignments and learning materials. Created e-book to accompany course. Piloted use of Turning Point Technology, virtual "clicker" tools.	2005 2006 2007
EDUC1020U	Technical Communication Designed course. Delivered in traditional format with online assignments. Supervised four teaching assistants.	2005 2006
SSCI4098U	Practicum Supervisor to fourth-year CJPS students Kayla Koster (2013) Natalie Dallaire (2012) Andrew Chauhan (2011) Andrew Musick (2010) Ryan Ganga (2010) Darrin Brown (2010) Karen Demers (2007) Amanda Beaudry (2007)	2007- 2012

Supervisions

SSCI4101U/ 4102U	Primary Supervisor, Honours Thesis Darrin Brown, "Crime Drama Viewership: A Uses and Gratifications Study." Academic year 2009-2010 Stephanie MacAskill, "A holistic lesson: Exploring education as an infinite commitment to wisdom, community and excellence." Academic year 2012-2013
SSCI4005U	Primary Supervisor, Independent Study Warren Mouck, "Don't Just Say No: A Review of Efficacy in Drug Use Prevention Education." Winter 2010 Christina Tereshyn, "Exploring The Use of Restorative Justice for Youth Offenders: The Reality of Court Alternatives as an Effective Response to Youth Crime." Fall 2009

Richard De Caires, "Street youth and the socioeconomic conditions predisposing to a pathway of crime." Fall 2010

Additional teaching activities

Teaching Squares: Participated in peer-oriented teaching workshops which involved dialogue with and observation of instructors at UOIT

Media appearances relative to teaching

Sinilong, I. (2012). The joy of teaching. *Urban Times*, September 3, 2012. Retrieved from http://www.theurbn.com/2012/09/everybody-has-a-story-the-joy-of-teaching/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+theurbn+%28Urban+Times%29

Reprinted in Rhetoric, Race and Religion, September 6, 2012: <http://www.rhetoricraceandreligion.blogspot.ca/2012/09/everybody-has-story-joy-of-teaching.html>

SERVICE (Recent selected activities)

University Service (selected)

<i>Voting Member</i>	UOIT Academic Council	2009-12 2015-16
<i>Voting Member</i>	UOIT Performance Indicators Committee	2013-14
<i>Voting Member</i>	Faculty Council, Faculty of Social Science and Humanities	2009-16
<i>Voting Member</i>	Faculty Council, Communication Program	2008-16
<i>Voting Member</i>	Faculty Council, Faculty of Education and Communication	2008-09
<i>Voting Member</i>	Program Committee, Faculty of Education and Communication	2008-09
<i>Voting Member</i>	Mental Health Community Partners Committee (CMHA, Oshawa)	2008-09
<i>Voting Member</i>	Research Committee: Faculty of Education	2008-09

Professional Service

<i>Division Chair</i>	National Communication Association, Spiritual Communication Division	2015-16
<i>Vice-Chair/Program Planner</i>	National Communication Association, Spiritual Communication Division	2014-15
<i>Vice-Chair Elect</i>	National Communication Association, Spiritual Communication Division	2013-2014
<i>Secretary</i>	National Communication Association, Spiritual Communication Division (two consecutive terms)	2011-2013
<i>Reviewer</i>	National Communication Association, San Francisco Conference Spiritual Communication Division and Great Ideas for Teaching Students Division	2010-2012
<i>Copy Editor</i>	Yoga: The Conference and Show (Vancouver show guide, online and print)	2010
	John Jay College of Criminology, Causes & Context Study	2010

Northumberland Hills Hospital/Ontario Shores Centre for Health Sciences, 3M Submission	2011
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Community Service (Recent selected activities)

<i>Board Member</i>	Mindful Way Meditation and Retreat Centre, Uxbridge, ON	2014-16
<i>Speaker</i>	Rotary Club of Port Perry, ON: UOIT: A place for a former Rotary Ambassadorial Scholar	2013
<i>Instructor</i>	Mom and kid yoga sessions, United Church of Port Perry	2013
<i>Instructor</i>	Yoga, January physical education program, RH Cornish Public School	2012-13
<i>Board Member</i>	Mindful Way Meditation and Retreat Centre, Uxbridge, ON	2013
<i>Speaker</i>	"Web literacy for modern internet users," Lions Club, Blackstock	2011
<i>Member-at-large</i>	School Community Council, RH Cornish Public School	2010-11
<i>Speaker</i>	"Web literacy: Essentials for Everyone," Lions Club, Port Perry	2010
<i>Speaker</i>	"Web literacy for the web savvy," Federated Women's Institute	2009

AWARDS/NOMINATIONS

<i>Recipient</i>	UOIT Teaching Award, Core Faculty	2013
<i>Nominee</i>	UOIT Teaching Award, Core Faculty	2011
<i>Recipient</i>	Teaching Excellence Award, Faculty of Criminology, Justice and Policy Studies	2009
<i>Nominee</i>	TVO Best Lecturer Competition	2009
<i>Recipient</i>	UOIT Teaching Innovation Fund	2009
<i>Supervisor/Recipient</i>	Student Training in Research Award	2009
<i>Recipient</i>	UOIT Teaching Award, Complementary Faculty	2008
<i>Nominee</i>	Leadership in Faculty Teaching (LIFT) Award	2007