

## *CURRICULUM VITAE OF YORGO PASADEOS*

---

### EDUCATION:

- \* Ph.D. in Mass Communication (1982), The University of Texas at Austin.
- \* M.A. in Journalism (1975), University of North Texas.
- \* B.B.A. in Administrative Sciences (1973), Bogaziçi University, Istanbul, Turkey.

### TEACHING HISTORY:

- \* Professor (1995-present), Associate Professor (1986-1995), Assistant Professor (1982-1986) of Advertising & Mass Communication; College of Communication & Information Sciences, The University of Alabama.

*Associate Dean for Graduate Studies* (2002-2005). Director of doctoral programs. In 2005 the National Communication Association ranked the Mass Communication program 7<sup>th</sup> nationally.

*Graduate Director*: Department of Advertising & Public Relations (1992-2002). Director of a Master of Arts program. In 1996 *U.S. News & World Report* ranked the advertising program 12<sup>th</sup> nationally.

- \* Visiting Professor (Spring 1995), Southwest Texas State University.
- \* Visiting Professor (Summers 1985 & 1986), Deree College, Athens, Greece.
- \* Assistant Instructor (1981-1982), Department of Journalism, The University of Texas.

### OTHER PROFESSIONAL ACTIVITIES:

- \* Editor, *International Communication Bulletin* (1985-present).
- \* Editorial board member: *Journalism & Mass Communication Quarterly*; *Newspaper Research Journal*; *Journal of Public Relations Research*; *Journalism Monographs* (1988-1995); *Frontiers in Direct Marketing Research* (1998-2000).
- \* *Ad hoc* manuscript reviewer for 11 journals, 9 conferences & 4 book publishers:

### AWARDS & HONORS:

- \* Service to International Communication Award, Association for Education in Journalism & Mass Communication, International Communication Division, (2000, 2005).
- \* Two teaching awards at the University of Alabama (1987, 2000).
- \* Advisor of six winning advertising/marketing teams in national student competitions.
- \* Six top-3 papers at academic conferences.

## PUBLICATIONS:

- Y. Pasadeos, M. Bunker & K.S. Kim, "Influences on the Media Law Literature: A Divergence of Mass Communication Scholars and Legal Scholars?" *Communication Law & Policy* (Spring 2006, forthcoming).
- Y. Pasadeos, J. Phelps & A. Edison, "Abstract: Decade Shifts in Advertising Scholarship: An Update of Recent Disciplinary Impact of Authors, Published Works and Research Networks," *Proceedings of the American Academy of Advertising* (2005).
- Y. Pasadeos (ed.), *Mass Media in Transition: An International Compendium* (Athens, Greece: ATINER, 2004).
- Y. Pasadeos & L. Dinu, "The Information Content of European Magazine Advertisements: Possible Effects of Globalization and Harmonization," in Y. Pasadeos (ed.), *Mass Media in Transition: An International Compendium* (Athens, Greece: ATINER, 2004).
- Y. Pasadeos & G. Griffin, "Teaching Advertising Campaigns," in M. Murray & R. Moore (eds.) *Mass Communication Education* (Ames: Iowa State University Press, 2003).
- D. Perry & Y. Pasadeos, "Perceptions of News Sensationalism Among U.S. and Mexican Audiences," *Newspaper Research Journal* (Winter 2002).
- Y. Pasadeos & A. Merrill, [IN TURKISH] "Siyasi Danismanların Bütünleşik Pazarlama İletişimini Kullanım Biçimleri [Political Consultants' Use of Integrated Marketing Communications]," *PI: Pazarlama & İletişim Kültürü Dergisi [PI: Journal of Marketing & Communication Culture]* (2002, No. 1).
- B.H. Kim, Y. Pasadeos & A. Barban, "On the Deceptive Effectiveness of Labeled and Unlabeled Advertorial Formats," *Mass Communication & Society* (Summer 2001).
- Y. Pasadeos, J. Phelps & M.O. Lamme, "Newspaper Coverage of Advertising: The Unfolding Story," *Proceedings of the American Academy of Advertising*, (2000).
- Y. Pasadeos, "Commentary: Conflicting Attitudes Toward an Integrated Curriculum," *Journalism & Mass Communication Educator* (Spring 2000).
- A. Merrill, Y. Pasadeos & M.L. Hanily, "Abstract: Political Consultants' Success with Direct Marketing Efforts: A National Survey," in J. Phelps (ed.), *Frontiers in Direct Marketing Research* (New York: John Wiley & Sons, 1999).
- Y. Pasadeos, B. Renfro & M.L. Hanily, "Influential Authors and Works of the Public Relations Scholarly Literature: A Network of Recent Research," *Journal of Public Relations Research* (1999, #1).
- M. McBride, E. Ognianova, Y. Pasadeos, C. Gheorghe & M. Gheorghe, "Advertising in Bulgaria, Romania, Greece, and Turkey." *Proceedings of the TTU International Communication Conference* (Lubbock: Texas Tech University 1999).
- Y. Pasadeos, J. Phelps & B.H. Kim, "Disciplinary Impact of Advertising Scholars: Temporal Comparisons of Influential Authors, Works and Research Networks," *Journal of Advertising* (Winter 1998).

- Y. Pasadeos, C. Callison & Y. Stuart, "Abstract: Newsmagazine Coverage of G-7 Meetings: A Cross-National Study," *Proceedings of the Association for Education in Journalism & Mass Communication Southeast Colloquium*, 1998.
- G. Griffin & Y. Pasadeos, "The Impact of Integrated Marketing Communications on Advertising and Public Relations Education," *Journalism & Mass Communication Educator* (Summer 1998).
- Y. Pasadeos, J. Phelps & B.H. Kim, "Abstract: Influential Authors of the Advertising Literature: A Temporal Comparison of Citations and Co-Citation Networks," *Proceedings of the American Academy of Advertising*, (1997).
- Y. Pasadeos, A. Barban, H. Yi & B. Kim, "A 30-Year Assessment of the Media Planning Literature," *Journal of Current Issues & Research in Advertising* (Spring 1997).
- Y. Pasadeos & P. Renfro, "An Appraisal of Murdoch and the U.S. Daily Press," *Newspaper Research Journal* (Winter/Spring 1997).
- B. Üsdiken & Y. Pasadeos, "Organizational Analysis in North America and Europe: A Comparison of Co-Citation Networks," *Organization Studies* (1995, #3).
- Y. Pasadeos, "Consumer Perceptions of the Informational and Irritational Content of Direct Mail," *Proceedings of the American Academy of Advertising* (1994).
- B. Shoemake & Y. Pasadeos, "International Advertising: A 10-Year Research Bibliography," *International Communication Bulletin* (Spring 1993).
- B. Üsdiken & Y. Pasadeos, [IN TURKISH] "Türkiye'de Orgütler ve Yönetim Yazini," [Organization of the Turkish Management Literature] *Amme Idaresi Dergisi [Journal of Public Administration]* (June 1993).
- B. Üsdiken & Y. Pasadeos, [IN TURKISH] "Türkiye'de Yayinlanan Yönetimle Ilgili Veri Temelli Makalelerde Yöntem," [Methodology of the Turkish Management Literature] *METU Studies in Development* (1992, #2).
- B. Üsdiken & Y. Pasadeos, [IN TURKISH] "Türkiye'de Yayinlanan Yönetimle Ilgili Makalelerdeki Atiflar Üzerine Bir Inceleme," [Citation Patterns in the Turkish Management Literature] *Amme Idaresi Dergisi [Journal of Public Administration]* (June 1992).
- P. Renfro & Y. Pasadeos, "TV Guide Under Murdoch: Less Serious Analysis, More Entertainment," *Southwestern Mass Communication Journal* (1992, #2).
- Y. Pasadeos, B. Shoemake & S. Campbell, "The Information Content of Radio Advertisements," *Journal of Broadcasting & Electronic Media* (Summer 1992).
- P. Dorman & Y. Pasadeos, "Perceptions of Political Candidates Based on Their Stand on Abortion and Taxes," *Psychological Reports*, (October 1992).
- Y. Pasadeos, "Abstract: Depictions of Materialism in European Advertising: A Content Analysis of German and Spanish Magazine Advertisements," *Proceedings of the American Academy of Advertising* (1992).
- Y. Pasadeos & Mei-Jiung Chi, "Traditional vs. Western Appeals in Chinese Magazine Advertisements : Hong Kong and Taiwan," *Proceedings of the American Academy of Advertising* (1992).

- Y. Pasadeos & B. Renfro, "A Bibliometric Analysis of Public Relations Research," *Journal of Public Relations Research* (July 1992).
- C. Mayo & Y. Pasadeos, "Changes in the International Focus of U.S. Business Magazines," *Journalism Quarterly* (Fall 1991).
- Y. Pasadeos & Y. Yeap, "Changes in Contents and Readability of Annual Reports," *Communication Research Reports* (December 1991).
- Y. Pasadeos, "Abstract: Advertising Information as a Societal Variable: Factual Cues in U.S., German and Greek Magazine Advertisements," *Proceedings of the American Academy of Advertising* (1991).
- Y. Pasadeos, "Front-Page Coverage of National Election Campaigns in the Greek Daily Press," *Modern Greek Studies Yearbook* (1991).
- Y. Pasadeos, "Perceived Informativeness of and Satisfaction with Local Advertising," *Journalism Quarterly* (Spring 1990).
- Y. Pasadeos, "Sources in Television Coverage of Automotive Strikes," *Journal of Broadcasting & Electronic Media* (Winter 1990).
- Y. Pasadeos & B. Renfro, "A Citation Study of Public Relations Research, 1975-86," *Public Relations Review* (Fall 1989).
- Y. Pasadeos & P. Renfro, "Rupert Murdoch's Style: The New York Post," *Newspaper Research Journal* (Summer 1988).
- Y. Pasadeos, "Changes in Television Newscast Advertisements, 1974-1985," *Communication Research Reports* (December 1987).
- Y. Pasadeos, "Mini Campaign Smooths Bumps for Advertising Campaigns," *Journalism Educator* (Autumn 1987).
- Y. Pasadeos, G. Key, S. Hall & C. Morvillo, "The Information Content of Newspaper Advertisements," *Newspaper Research Journal* (Winter 1987).
- Y. Pasadeos, "Book Readership and Media Consumption of the College Audience," *Communication Research Reports* (Dec. 1986).
- Y. Pasadeos, "A Context for Assessing the Image of Greece in the U.S. Press," in M. Paraschos (ed.), *Greece and the U.S. Press* (New York: KRIKOS Publishing, 1986).
- M. Spadafora & Y. Pasadeos, "Perceived Credibility of a 'Neutral' Abortion-Related Message and Its Sponsor," *Journal of Psychology* (March 1986).
- Y. Pasadeos, "A Bibliometric Study of Advertising Citations," *Journal of Advertising* (1985, #4).
- Y. Pasadeos, "The Greek-American Press: A Ninety-Year Compendium," *Journalism Quarterly* (Spring 1985).
- Y. Pasadeos, "Measures of Sensationalism Applied to a Murdoch-Owned Daily," *Newspaper Research Journal* (Summer 1984).

G. Imperia & Y. Pasadeos, "An Assessment of Cultural Implications of International Advertising," in J.H. Sumney et al. (eds.) *Marketing: Theories and Concepts for an Era of Change* (Carbondale, IL: Southern Marketing Association, 1983).

G. Imperia & Y. Pasadeos, "Impact of Advertising on International Mass Media Systems: Alternative Interpretations and Research Suggestions," *Studies in Journalism and Mass Communication* (Spring 1982).

J. Tankard & Y. Pasadeos, "Correlation of Media Variables and Birth Rate," *Journalism Quarterly* (Winter 1981).

Y. Pasadeos, "Yeasaying in Readership Surveys," *Journalism Quarterly* (Winter 1980).

R. Westmoreland, D. Starr, K. Shelton & Y. Pasadeos, "Newswriting Styles of Male and Female Students," *Journalism Quarterly* (Autumn 1977).

*Plus ... 21 book reviews*

## PRESENTATIONS

(a): refereed full papers; (b): refereed abstracts

Y. Pasadeos, "Becoming Eurocentric: International News in the Turkish Daily Press," to be presented at annual convention of the Middle East Studies Association, Washington, DC, November 2005. (b)

J.K., Kim & Y. Pasadeos, "Exploring the Effects of Celebrity Endorsers in Banner Ads," to be presented at the 17th Direct Marketing Educators' Conference, Atlanta, October 2005. (a)

Y. Pasadeos, "Bishops Under Fire: News Coverage of Similar Church Crises in 1929 and 1997," to be presented at the annual convention of the American Journalism Historians Association, San Antonio, Texas, October 2005. (b)

B. Usdiken, S.A. Wasti & Ç. Önder & Y. Pasadeos, "Scientism 'Wins', Managerialism 'Loses': The Early Evolution of Organizational Analysis in North America, 1956-1980," to be presented at the 21st EGOS (European Group for Organizational Studies) Colloquium, Berlin, June 2005. (b)

Y. Pasadeos, J. Phelps & A. Edison, "Decade Shifts in Advertising Scholarship: An Update of Recent Disciplinary Impact of Authors, Published Works and Research Networks," to be presented to the American Academy of Advertising, Houston, April 2005. (a)

Y. Pasadeos, M. Bunker & K.S. Kim, "Influences on the Media Law Literature: A Divergence of Mass Communication Scholars and Legal Scholars?" presented to the Law Division, Association for Education in Journalism & Mass Communication Southeast Colloquium, Athens, Georgia, March 2005. (a)

Y. Pasadeos, "Election Campaign coverage in the Turkish daily Press," presented at

the annual convention of the Middle East Studies Association, San Francisco, November 2004. (b)

Y. Pasadeos & L. Dinu, "The Information Content of European Magazine Advertisements: Possible Effects of Globalization and Harmonization," 2nd ATINER International Conference on Communication and Mass Media, Athens, Greece, May 2004. (b)

P. Zhou & Y. Pasadeos, "Double Edged Sword? A Global Model of the Social Effects of Advertising, Tested in China, Turkey and the United States." presented to the Global Fusion Conference, Austin, Texas, October 2003. (a)

Y. Pasadeos & I. Fosu, "The Geography of Cross-National Research in Advertising, 1990-2001," presented to the Advertising Division of Association for Education in Journalism & Mass Communication, Miami Beach, August 2002. (a)

Y. Pasadeos, "Looking East, Looking West: International News Flow into Turkey via the Daily Press," presented to the International Communication Division, Association for Education in Journalism & Mass Communication, Washington, D.C., August 2001. (a)

Y. Pasadeos (panelist), "There are More Women in my Journalism and Mass Communication Classes: Do I Need to Adjust Curriculum Content and Pedagogy?" Commission on the Status of Women panel, Association for Education in Journalism and Mass Communication, Kansas City, July/August 2003.

Y. Pasadeos (panelist), "Windows to the World: Globalizing Journalism and Mass Communication Courses," International Communication Division Panel, Association for Education in Journalism and Mass Communication, Washington, D.C., August 2001.

Y. Pasadeos (panelist), "Teaching the International Advertising Course," pre-conference advertising workshop, Association for Education in & Mass Communication, Washington, DC, August 2001.

Y. Pasadeos & L. Chen, "U.S. Newsmagazine Coverage of Deng Xiaoping," presented to the Magazine Division, Association for Education in Journalism & Mass Communication Southeast Colloquium, Columbia, South Carolina, March 2001. (a)

Y. Pasadeos (panelist), "Classrooms and Cultures Beyond the U.S.: Mass Communication Education Overseas," International Communication Division & Advertising Division Joint Panel, Association for Education in Journalism and Mass Communication, Phoenix, August 2000.

Y. Pasadeos, J. Phelps & M.O. Lamme, "Newspaper Coverage of Advertising: The Unfolding Story," presented to the American Academy of Advertising, Newport, Rhode Island, April 2000. (a)

Y. Pasadeos, "Mass Media Use and Knowledgs of Economics," presented to the Open Division, Association for Education in Journalism & Mass Communication Southeast Colloquium, Chapel Hill, North Carolina, March 2000. (a)

Y. Pasadeos, Y. Stuart & K. Lewis, "News Selection around the World: Topics and Slants," presented to the "International Media 2000" conference, Ohio University, March 2000. (b)

B. Üsdiken & Y. Pasadeos, "Organizational Theory Made in USA: What Has Been Changing Lately in the Product of the World's Largest Manufacturer?" presented at the European Group for Organization Studies Colloquium, Warwick, UK, July 1999. (b)

M. McBride, E. Ognianova, Y. Pasadeos, C. Gheorghe & M. Gheorghe, "Advertising in Bulgaria, Romania, Greece, and Turkey." presented to the International Communication Conference, Texas Tech University, February 1999. (b)

A. Merrill, Y. Pasadeos & M.L. Hanily, "Political Consultants' Success With Direct Marketing Efforts: A National Survey," presented to the Educators' Conference of the Direct Marketing Association, San Fransisco, October 1998. (b)

Y. Pasadeos, E. Erickson Hoff, Y. Stuart & L. Ralstin, "Guiding Lights of the International News-Flow Research Literature: A Temporal Comparison of Citations and Co-Citation Networks," presented to the International Communication Division, Association for Education in Journalism & Mass Communication, Baltimore, August 1998. (a)

Y. Pasadeos, "American Images of Greece: Network Television News," presented to the University of Missouri--St. Louis conference on "A Changing Greece: Media Images and Political and Economic Realities," St. Louis, April 1998.

Y. Pasadeos (panelist), "The Integrated Marketing Communications Component," presented to the Public Relations Division of the Southern States Communication Association, San Antonio, Texas, April 1998.

Y. Pasadeos, C. Callison & Y. Stuart, "Newsmagazine Coverage of G-7 Meetings: A Cross-National Study," presented to the Magazine Division, Association for Education in Journalism & Mass Communication Southeast Colloquium, New Orleans, March 1998. (a)

Y. Pasadeos, J. Phelps & B.H. Kim, "Influential Authors of the Advertising Literature: A Temporal Comparison of Citation and Co-Citation Networks," presented to the American Academy of Advertising, St. Louis, April 1997. (a)

Y. Pasadeos, L. Lattimore, K. Lewis & K. Taylor, "Where Have all the Yuppies Gone? Newsmagazine Portrayals of a Loved/Hated Lifestyle," presented to the

Magazine Division, Association for Education in Journalism & Mass Communication Southeast Colloquium, Knoxville, Tennessee, March 1997. (a)

Y. Pasadeos, J.B. Hester, & J. Yu, "Effectiveness of Amount vs. Type of Information in Newspaper Advertisements," presented at the mid-year meeting of the Association for Education in Journalism & Mass Communication, St. Petersburg, Florida, February 1997. (b)

F. Chew, Y. Pasadeos & Y.K. Kim, "Paring Down to the Bare Bones of Communication Phenomena with Cognographics: An Elemental Analysis of Headline Impact on Ad Recall," presented to the Communication Theory & Methodology Division, Association for Education in Journalism & Mass Communication, Anaheim, California, August 1996. (a)

R.B. Moody, Y. Pasadeos & K. Lewis, "Direct-to-Consumer Prescription Drug Advertisements: Do They Follow FDA Guidelines?" presented to the Advertising Division, Association for Education in Journalism & Mass Communication, Anaheim, California, August 1996. (a)

Y. Pasadeos (panelist), "Conducting Research Overseas: International and Local Resources," presented at the Fall colloquium of Phi Beta Delta, University of Alabama, October 1996.

D. Perry & Y. Pasadeos, "Perceptions of News Sensationalism Among U.S. and Mexican Audiences: An Analysis and Comparison," presented to the 13th annual Intercultural/International Communication conference, University of Miami, February 1996. (a)

Y. Pasadeos, B. Huhman, T. Standley & G. Wilson, "Applications of Content Analysis in News Research: A Critical Examination," presented to the Communication Theory & Methodology Division, Association for Education in Journalism & Mass Communication, Washington, D.C., August 1995. (a)

Y. Pasadeos, "Consumer Perceptions of the Informational and Irritational Content of Direct Mail," presented to the American Academy of Advertising, Tucson, Arizona, April 1994. (a)

Y. Pasadeos, A. Barban, B. Kim & H. Yi, "The Media Planning Literature: A 30-Year Assessment of Journal Articles," presented to the Advertising Division, Association for Education in Journalism & Mass Communication, Kansas City, August 1993. (a)

B. Üsdiken & Y. Pasadeos, "Region and Paradigm: Convergence or Divergence in Current North American and European Contributions to Organizational Analysis," presented at the European Group for Organization Studies Colloquium, Paris, France, July 1993. (b)

B. Üsdiken & Y. Pasadeos, [IN TURKISH] "Örgüt Kuramında Yeni Gelismeler ve



Türkiye'de Örgütler ve Yönetim Yazını" [New Developments in the Organization of the Turkish Management Literature], presented to the Association for Organizational Studies, Istanbul, Turkey, May 1993.

B. Üsdiken & Y. Pasadeos, [IN TURKISH] "Türkiye'de Örgüt Kurami ve Yönetim Yazını, [Organization of the Turkish Management Literature]," presented at the National Social Science Congress, Ankara, Turkey, October 1992. (b)

Y. Pasadeos, "Depictions of Materialism in European Advertising: A Content Analysis of German and Spanish Magazine Advertisements," presented to the American Academy of Advertising, San Antonio, Texas, March 1992. (a)

Y. Pasadeos & Mei-Jiung Chi, "Traditional vs. Western Appeals in Chinese Magazine Advertisements : Hong Kong and Taiwan," presented to the American Academy of Advertising, San Antonio, Texas, March 1992. (a)

P. Renfro & Y. Pasadeos, "TV Guide under Murdoch: More Eager to Join the Hype?" presented at the Southwest Mass Communication Symposium, Corpus Christi, Texas, October 1991. (a)

Y. Pasadeos, B. Shoemake & S. Campbell, "The Information Content of Radio Advertisements (And Some Cross-Media Comparisons)," presented to the Advertising Division, Association for Education in Journalism & Mass Communication, Boston, August 1991. (a)

Y. Pasadeos, "Advertising Information as a Societal Variable: Factual Cues in U.S., German and Greek Magazine Advertisements," presented to the American Academy of Advertising, Reno, Nevada, April 1991. (a)

Y. Pasadeos, "The Greek Press Covers National Elections," presented at the Modern Greek Studies Association meeting, Minneapolis, October 1989. (b)

Y. Pasadeos, "The Social Functions of the Greek-American Press," presented at the American Journalism Historians Association meeting, St. Paul, Minnesota, Oct. 1-4, 1987. (b)

Y. Pasadeos (panelist), "Teaching International Issues in Advertising," International Communication Division Teaching Panel, Association for Education in Journalism and Mass Communication, Memphis, August 1985.

Y. Pasadeos, "Patterns of World Regional Coverage in U.S. Newsmagazines," presented to the International Communication Division, Association for Education in Journalism & Mass Communication, Gainesville, Florida, August 1984. (a)

Y. Pasadeos, "Around the World with the Marlboro Man ... And other American Ads," presented to the Advertising/Public Relations Division, Popular Culture Association, Toronto, Canada, March 1984. (b)

Y. Pasadeos & G. Imperia, "Consumerism in Developing Countries," presented at the Northwestern Conference on Mass Media and Development, Chicago, October 1983. (b)

Y. Pasadeos, "Possible Determinants of International News Flow to the U.S.," presented to the Intercultural Communication Division, International Communication Association, Dallas, May 1983. (a)

G. Imperia & Y. Pasadeos, "An Assessment of Cultural Implications of International Advertising," presented at the annual conference of the Southern Marketing Association, Atlanta, November 1983. (a)

Y. Pasadeos, "A Context for Assessing the Image of Greece in the U.S. Press," presented at the KRIKOS Conference, New York, Oct. 1983 (b).

G. Imperia & Y. Pasadeos, "Advertising's Treatment of Intracultural and Intercultural Consumer Groups," presented to the Advertising/Public Relations Division, Popular Culture Association, Wichita, Kansas, March 1983. (b)

Y. Pasadeos & G. Imperia, "Impact of Transnational Advertising on Local Cultures," presented to the Intercultural Communication Division, International Communication Association, Boston, May 1982. (b).

G. Imperia & Y. Pasadeos, "Cultural Implications of the Spread of International Advertising," presented to the Advertising/Public Relations Division, Popular Culture Association, Louisville, Kentucky, March 1982. (b)

G. Imperia & Y. Pasadeos, "Impact of Advertising on International Mass Media Systems: Alternative Interpretations and Research Suggestions," *Studies in Journalism and Mass Communication*, presented at the Southwest Mass Communication Symposium, Texas Christian University, Fort Worth, Texas, October 1981 (a).

Y. Pasadeos, "Cultural Predictors of World Affairs Coverage by U.S. Newsmagazines," presented to the Intercultural Communication Division, International Communication Association, May 1981. (a)

Y. Pasadeos, "World Images in U.S. Newsmagazines," presented at the San Diego Conference on Culture and Communication, February 1981.

Y. Pasadeos, "Survey-Mode Effects on Readership Responses," presented at the Southwest Mass Communication Symposium, Austin, Texas, October 1980. (a)