

**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](mailto: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

**ACADEMIC PROFESSIONAL EXPERIENCE**

Webster Vienna Private University (Vienna, Austria)  
**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**

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**

- (2022, Dec. 1-3). **Researching Memes: Challenges, Pitfalls, and Opportunities.** Keynote talk at the Digital Research Data and Human Sciences (DRDHum 2022) conference at the University of Jyväskylä.
- (2021, Dec. 3). **Political Memes and Visual Platforms.** Graduate seminar, invited lecture at the University of Helsinki.
- (2021, July 29). **The Discursive Power of Memes in Digital Culture.** Meme Studies Research Network and the Centre for Data Culture & Society at the University of Edinburgh.
- (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.
- (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.
- (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.
- (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 2020; Spanish translation to be published in 2023 by Taylor-Francis/Routledge and Ediciones Ampersand)
- 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. <https://bit.ly/3FCMLKj>

## PEER-REVIEWED JOURNAL ARTICLES

- Wiggins, B. (2022). **'Nothing Can Stop What's Coming': An Analysis of the Conspiracy Theory Discourse on 4chan's /Pol Board.** *Discourse & Society*, 0(0). (Online First) <https://doi.org/10.1177/09579265221136731>
- Degen, M., Köjler, A., Spiller, R., & Wiggins, B.E. (2022). **Streaming Journalism: Usage, Potential, and Limitations of Facebook Live in Germany and the USA.** *Journal of Communications Media Studies*. Accepted, formatting for publication.
- 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. <https://doi.org/10.1002/9781118783665.ieicc0186>
- 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. <https://www.igi-global.com/article/navigating-an-immersive-narratology/186961>
- 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. [https://doi.org/10.1386/macp.13.1-2.197\\_7](https://doi.org/10.1386/macp.13.1-2.197_7)
- Wiggins, B.E. (2016). **Crimea River: Directionality in memes from the Russia-Ukraine conflict.** *International Journal of Communication*, 10(2016), 451-495. <https://ijoc.org/index.php/ijoc/article/view/4103/1548>
- 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.  
<https://doi.org/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.  
[http://www.itdl.org/Journal/Dec\\_14/Dec14.pdf](http://www.itdl.org/Journal/Dec_14/Dec14.pdf)
- Wiggins, B.E. (2012). **Toward a model of intercultural communication for simulations.** *Simulation & Gaming*, 43(4), 550-572. <https://doi.org/10.1177/1046878111414486>
- 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.
- 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

**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=Iu\\_bpeh7tYc&t=1s](https://www.youtube.com/watch?v=Iu_bpeh7tYc&t=1s)

**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.

**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. (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.

## GRANT REVIEWS

Wiggins, B.E. (2022, April). Title of Project: **Mediatization of Polish privacy media discourse: dimensions, institutions, frames**. Review conducted for the National Science Centre, Republic of Poland.

Wiggins, B.E. (2022, March). Title of Project: **Exodus to virtual worlds: the role of person-environment fit and place attachment**. Review conducted for the National Science Centre, Republic of Poland.

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. (2022, Oct.). **'Nothing Can Stop What's Coming': An Analysis of the Conspiracy Theory Discourse on 4chan's /Pol Board**. Paper presented at the annual conference of the **European Communication Research and Education Association (ECREA)**, Aarhus, Denmark.
- Wiggins, B.E., & Seiffert-Brockmann, J. (2022, Oct.). **Where to, Q-Anon? An Organizational Analysis of Digital and Pre-Digital Movements**. Paper presented at the annual conference of the **European Communication Research and Education Association (ECREA)**, Aarhus, Denmark.
- 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. (2018, Nov.). **America First, the Netherlands Second: Memes created in response to the Trump presidency**. Paper presented at the 7<sup>th</sup> 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 68<sup>th</sup> 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 4<sup>th</sup> 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 65<sup>th</sup> 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 14<sup>th</sup> 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. (2013, Nov.). **Video game linkages: Connecting across time and space.** Respondent on panel at the 99<sup>th</sup> 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 **18<sup>th</sup> 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.

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.

## **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)**, 12<sup>th</sup> 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, 2015-present  
Political Research Exchange, 2019-present  
Discourse & Society, 2021-present  
Convergence, 2020-present

#### **Assistant Editor**

Journal of Communications Media Studies, 2009-2012

## **UNIVERSITY**

### **Works Council, Active Member**

Webster Vienna Private University: March 2016 – March 2020



**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

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 130 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**

GLBL 1200 Global Cornerstone Seminar: Digital Culture (emphasis)

KEYS 4014 Social Movements and the Impact of Technologies

MDST 1010 Media Foundations

MDST 2100 Media Literacy

MDST 2200 Ethics in the Media

MDST 2800 Media, Diversity & Society

MDST 4200 Media Research

MDST 3150 Special Topics: Remix Culture, Viral Media, Internet Memes

MDST 4110 Digital Media & 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