

Dr. Doug Ward



Doug Ward primarily teaches Infomania, a foundational course in research and digital literacy he helped develop. He also teaches courses in innovation and digital development on the Lawrence Campus and for the Edwards Campus master's program in integrated marketing communications. Ward's research is exploring ways of using technology to engage students and reach audiences, and of redesigning classrooms to improve student learning. He is working with Information Technology on developing an app for the Journalism School.

Ward was named 2011 journalism and mass communication teacher of the year by the Scripps Howard Foundation. He was the Budig Professor of Writing in the 2011-12 academic year, and has been nominated for several university

awards, including the Chancellor's Distinguished Teaching Award and the H.O.P.E. Award for outstanding teaching.

He is the author of *A New Brand of Business: Charles Coolidge Parlin*, Curtis Publishing Company, and *the Origins of Market Research* (Temple, 2010) and several articles on the history of advertising, marketing, and consumer culture. More recently, he has been writing about teaching and technology for such publications as *The Chronicle of Higher Education*, *PBS MediaShift*, and *Bloom's Sixth*, the blog of the Center for Teaching Excellence. He is the creator and curator of *KUEditing.com*, an online language reference source and blog, *Journalism Tech*, a site devoted to applying technology to journalistic projects, and curator of *Digital Learning in Higher Ed*, which is devoted to articles on online, hybrid and mobile learning, as well as digital literacy and media literacy. You can follow him on Twitter @kuediting.

Before joining the faculty at KU in 2004, Ward was an editor at *The New York Times*.