

Dustin Hahn

Associate Professor at Texas Christian University

Fort Worth, TX, US

Dr. Hahn's research examines the presence and use of production elements (such as statistics) in sports media and their effects on fans.

Biography

Dr. Hahn is an award winning video producer having worked on an array of projects. Today, his work in academia focuses primarily on preparing the next generation of content creators while investigating production elements (such as use of statistics, highlights, instant replay, etc.) within sports media (both traditional broadcasts and social media) and their effects on modern sports fans. Dr. Hahn has presented at national and international conferences and published numerous articles in national and international, peer-reviewed journals. He received his Bachelor of Arts in Electronic Media Production at Harding University before completing his Master of Arts and Doctor of Philosophy in Mass Communications at Texas Tech University.

Areas of Expertise

Sports Media, Statistics in Media, Sport and Social Media, Sports Fanship

Affiliations

Member: International Association for Communication and Sport, Member: Broadcast Education Association, Member: National Broadcasting Society ? Alpha Epsilon Rho

Event Appearances

The structure of social sports media: An analysis of Instagram posts during 2018 March Madness tournaments

BEA On-Location Annual Conference

It's a numbers game: Change in frequency, type, and presentation form of statistics used in NFL broadcasts.

Broadcast Education Association Annual Conference

The impact of domain-specific interest on exemplification effects in sports media

Celebration of Faculty Research & Creative Scholarship

It's a numbers game: Change in frequency, type, and presentation form of statistics used in NFL broadcasts

Celebration of Faculty Research & Creative Scholarship

The influence of visual attention to exemplar versus base-rate indicators of athlete performance on viewer perception and evaluation of athletes
10th Summit of the International Association of Communication and Sport

Education

Texas Tech University
Ph.D. Mass Communication/Media Studies

Texas Tech University
M.A. Mass Communication/Media Studies

Harding University
B.A. Electronic Media Production Bachelor

Accomplishments

Award of Excellence, BEA On-Location
2018

Best of Competition Award, Festival of Media Arts
2018

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