

# Mina Tsay-Vogel\*

## Curriculum Vitae

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Department of Mass Communication, Advertising and Public Relations  
Boston University  
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**EDUCATION** Ph.D. in Mass Communications, Pennsylvania State University, August 2007.  
Dissertation Chair: Mary Beth Oliver, Ph.D.

B.A. High Honors in Communication Studies, University of Michigan, April 2002.  
Thesis Chair: Kristen Harrison, Ph.D.

**ACADEMIC POSITIONS** Assistant Professor (July 2011 - present)  
Department of Mass Communication, Advertising and Public Relations  
Boston University, Boston, MA

Visiting Assistant Professor (August 2009 - June 2011)  
Department of Mass Communication, Advertising and Public Relations  
Boston University, Boston, MA

Assistant Professor (August 2007 - June 2009)  
Department of Communication  
University of Kentucky, Lexington, KY

Instructor (January 2007 - May 2007)  
College of Communications  
Pennsylvania State University, State College, PA

Research and Teaching Assistant (August 2003 - December 2006)  
College of Communications  
Pennsylvania State University, State College, PA

Graham Endowed Fellow (August 2003 - May 2004)  
College of Communication  
Pennsylvania State University, State College, PA

**RESEARCH AREAS** Psychological and social effects of mass media  
Enjoyment and appreciation of entertainment media  
Role of morality in audience perceptions  
Social media use and influence

**TEACHING AREAS** Communication theory  
Media effects  
Research methods  
Data analysis/Statistics

*\*formerly Mina Tsay*

**HONORS  
AND AWARDS**

Top Faculty Paper Award, Mass Communication Division, National Communication Association, Orlando, FL (2012) (coauthored with Meghan S. Sanders)

Highest Rated University Professor (Top 25 in United States, Canada and the United Kingdom based on student ratings), RateMyProfessors.com (2012 - 2013)

Recipient, Lyndon Baines Johnson Faculty Advisor of the Year Award, College of Communication, Boston University, Boston, MA (2011)

Top Faculty Paper Award, Mass Communication Division, International Communication Association, Boston, MA (2011) (coauthored with Jinhee Kim)

Promising Professor Award, Association for Education in Journalism and Mass Communication, Denver, CO (2010)

Top Student Paper Award, Mass Communication Division, International Communication Association, Dresden, Germany (2006) (coauthored with K. Maja Krakowiak and Christine A. Kleck)

Recipient, Douglas and Claudia Anderson Graduate Scholarship in Communications (2006)

Guido H. Stempel, III Student Research Paper Award, Graduate Education Interest Group Division, Association for Education in Journalism and Mass Communication, Toronto, Canada (2004) (coauthored with Miranda Brady)

Graham Endowed Fellowship, College of Communication, Pennsylvania State University (2003 - 2004)

High Honors, Department of Communication Studies, University of Michigan (2002)

Member, The National Society of Collegiate Scholars (1999 - 2002)

University Honors, University of Michigan (2000, 2001)

Class Honors, University of Michigan (1999, 2000)

**RESEARCH**

**REFEREED JOURNAL ARTICLES**

Tsay-Vogel, M., & Oliver, M. B. *Is watching others self-disclose enjoyable? An examination of the effects of depth and mode of information delivery in entertainment media* [under revise and resubmit status at *Journal of Media Psychology*].

Hartmann, T., Krakowiak, K. M., & Tsay-Vogel, M. *A systematic content analysis of moral disengagement factors in violent video games* [under revise & resubmit status at *Communication Monographs*].

Tsay-Vogel, M., & Schwartz, M. L. (in press). Theorizing parasocial interactions based on authenticity: The development of a media figure classification scheme. *Psychology of Popular Media Culture*.

Krakowiak, K. M., & Tsay-Vogel, M. (2013). What makes characters' bad behaviors acceptable? The effects of character motivation and outcome on perceptions, character liking, and moral disengagement. *Mass Communication and Society*, 16(2), 179-199.

Tsay, M., & Bodine, B. (2012). Exploring the multidimensional nature of parasocial interactions: Do personality, interpersonal need, and television motive predict our relationships with media characters? *Psychology of Popular Media Culture*, 1(3), 185-200.

Krakowiak, K. M., & Tsay, M. (2011). The role of moral disengagement in the enjoyment of real and fictional characters. *International Journal of Arts and Technology*, 4(1), 90-101.

Tsay, M., & Krakowiak, K. M. (2011). The impact of perceived similarity and identification on moral disengagement. *International Journal of Arts and Technology*, 4(1), 102-110.

Tsay, M., & Brady, M. (2010). A case study of cooperative learning and communication pedagogy: Does working in teams make a difference? *Journal of the Scholarship of Teaching and Learning*, 10(2), 78-89.

#### **BOOK REVIEW**

Tsay, M. (2010). Review of *Makeover TV: Selfhood, citizenship, and celebrity* by Brenda R. Weber. *Journal of Communication*, 60(4), E27-28.

#### **BOOK EXCERPTS**

Tsay, M. (2013). Managing competing group norms. In R. Verderber, K. Verderber, & D. Sellnow (Ed. 14), *Communicate!* (pp. 204-205). Boston, MA: Wadsworth Cengage.

Tsay, M. (2010). Managing competing group norms. In R. Verderber, K. Verderber, & D. Sellnow (Ed. 13), *Communicate!* (pp. 211-212). Boston, MA: Wadsworth Cengage.

#### **MANUSCRIPTS UNDER REVIEW**

Krakowiak, K., M., & Tsay-Vogel, M. *The dual role of morally ambiguous characters: Examining the effect of morality salience on narrative responses* [under review at *Journal of Communication*].

Sanders, M. S., & Tsay-Vogel, M. *The moral continuum in the world of Harry Potter: Examining explanatory mechanisms underlying moral disengagement across characters of different moral complexities* [under review at *Journal of Communication*].

Chung, D. S., Tsay-Vogel, M., & Kim, Y. S. *Who's following Twitter? Examining coverage of the microblogging phenomenon by mainstream news media from 2007-2010* [under review at *Information, Communication and Society*].

Tsay-Vogel, M., & Sanders, M. S. *Fandom and its relationship to affective, cognitive, and behavioral audience responses: Examining the connection of fans to the world of Harry Potter* [to be submitted for review].

Tsay-Vogel, M. *Third-person effects in the context of Facebook: Examining differences in perceived consumption and impact between self and others* [to be submitted for review].

Kim, J., & Tsay-Vogel, M. *What portrayals of news alleviate prevailing perceived threat from the current financial crisis? Exploring distinct effects of victim, survivor, and outperformer news stories* [to be submitted for review].

#### **WORKS IN PROGRESS**

Tsay-Vogel, M., Krakowiak, K. M., Oliver, M. B. *Responses to meaningful films: Exploring the impact of cognitively challenging content on mortality salience.*

Oliver, M. B., Krakowiak, K. M., & Tsay-Vogel, M. *Elevating entertainment and the "kind-world" syndrome.*

Tsay-Vogel, M., & Krakowiak, K. M. *Responses to lifestyle transforming reality-based television: Appreciating human kindness, dignity, and compassion.*

Tsay-Vogel, M., & Nabi, R. L. *Testing a tripartite model of media enjoyment with participatory reality TV.*

Tsay-Vogel, M., & Shanahan, J. *The cultivation of privacy: Television, social media, perceptions of privacy and tendencies to self-disclose.*

#### **REFEREED CONFERENCE PRESENTATIONS**

Tsay-Vogel, M. (2013, November). *Effects of television viewing, video game play, and social media use on perceptions of violence.* Paper to be presented at the 99<sup>th</sup> annual convention of the National Communication Association, Washington D.C.

Tsay-Vogel, M., & Krakowiak, K. M. (2013, June). *Responses to lifestyle transforming reality-based television: Appreciating human kindness, dignity, and compassion.* Paper presented at the 63<sup>rd</sup> annual conference of the International Communication Association, London, England.

Bailey, E., Tsay-Vogel, M., Krakowiak, K. M., & Ivory, J. (2013, June). *Effects of morally ambiguous character behavior on affective disposition, character perceptions and enjoyment*. Paper presented at the 63<sup>rd</sup> annual conference of the International Communication Association, London, England.

Tsay-Vogel, M., & Nabi, R. L. (2012, November). *Testing a tripartite model of media enjoyment with participatory reality TV*. Paper presented at the 98<sup>th</sup> annual convention of the National Communication Association, Orlando, FL.

Krakowiak, K., M., & Tsay-Vogel, M. (2012, November). *Examining how morally ambiguous characters help us cope with our own moral ambiguities*. Paper presented at the 98<sup>th</sup> annual convention of the National Communication Association, Orlando, FL.

Sanders, M., & Tsay-Vogel, M. (2012, November). *Moral disengagement and the moral continuum in the world of Harry Potter: Examining moral disengagement strategies, moral judgments, enjoyment and appreciation*. Paper presented at the 98<sup>th</sup> annual convention of the National Communication Association, Orlando, FL. **[Top Faculty Paper Award in Mass Communication Division]**

Tsay-Vogel, M., & Krakowiak, K. M. (2012, August). *Is it in the public interest? FCC vs. Fox and the implications for indecency and culture*. Paper presented at the 95<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Oliver, M. B., Krakowiak, K. M., & Tsay, M. (2012, May). *Elevating entertainment and the "kind-world" syndrome*. Paper presented at the 62<sup>nd</sup> annual conference of the International Communication Association, Phoenix, AZ.

Tsay, M., Krakowiak, K. M., Oliver, M. (2012, May). *Responses to meaningful films: Exploring the impact of cognitively challenging content on mortality salience*. Paper presented at the 62<sup>nd</sup> annual conference of the International Communication Association, Phoenix, AZ.

Chung, D. S., Tsay, M., & Kim, Y. S. (2012, May). *Examining coverage of the microblogging phenomenon by mainstream news media from 2007-2010*. Paper presented at the 62<sup>nd</sup> annual conference of the International Communication Association, Phoenix, AZ.

Sanders, M., Tsay, M., & Marks, K. (2012, May). *Breaking up with a Gryffindor: Examining parasocial breakups with long-time media friends and their connection to eudaimonic and hedonic motivations*. Paper presented at the 62<sup>nd</sup> annual conference of the International Communication Association, Phoenix, AZ.

Tsay, M. (2012, April). *The whole is greater than the sum of its parts: Collaborative learning in the online environment*. Paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.

Tsay, M., & Shanahan, J. (2011, November). *The violence profile: Alienation, gloom and the mean world*. Paper presented at the 97<sup>th</sup> annual convention of the National Communication Association, New Orleans, LA.

Tsay, M. (2011, November). *Are social media perceived to have a greater impact on others than the self? Exploring third-person effects in the context of new media*. Paper presented at the 97<sup>th</sup> annual convention of the National Communication Association, New Orleans, LA.

Tsay, M. (2011, November). *Time and space compression in Fox's 24: Affordance of narrative in revealing a masculinist discourse*. Paper presented at the 97<sup>th</sup> annual convention of the National Communication Association, New Orleans, LA.

Tsay, M. (2011, August). *Methodological issues in the study of morality and media*. Paper presented at the 94<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Tsay, M. (2011, August). *The role of third-person effects in the context of Facebook: Examining differences in perceived consumption and impact between self and others*. Poster presented at the 94<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Tsay, M., & Krakowiak, K. M. (2011, July). *Investigating the role of morality in entertainment media: How do comedic and dramatic representations of immoral actions influence enjoyment?* Paper presented at the 23<sup>rd</sup> annual conference of the International Society for Humor Studies, 2011, Boston, MA.

Kim, J., & Tsay, M. (2011, May). *What portrayals of news alleviate prevailing perceived threat from the current financial crisis? Exploring distinct effects of victim, survivor, and outperformer news stories*. Paper presented at the 61<sup>st</sup> annual conference of the International Communication Association, Boston, MA. **[Top Faculty Paper Award in Mass Communication Division]**

Tsay, M., & Krakowiak, K. M. (2011, April). *Exploring the impact of audience motivations for entertainment consumption and nature of media content on moral disengagement*. Paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.

Krakowiak, K. M., & Tsay, M. (2011, April). *What makes characters' bad behaviors acceptable? The effects of character motivation and outcome on perceptions, character liking, and moral disengagement*. Paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.

Tsay, M., & Shanahan, J. (2010, November). *The cultivation of privacy: Television, social media, perceptions of privacy and tendencies to self-disclose*. Paper presented at the 96<sup>th</sup> annual convention of the National Communication Association, San Francisco, CA.

Tsay, M. (2010, August). *Teaching Philosophy and Communication Pedagogy*. Presented at the 93<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication, Denver, CO. [**Promising Professor Award honored by Mass Communication & Society Division and Graduate Education Interest Group, invited to present at Promising Professor Awards Panel & Workshop**]

Tsay, M., & Krakowiak, K. M. (2010, June). *Engaging beyond the screen: Investigating audience's use and appeal of television program websites*. Paper presented at the 60<sup>th</sup> annual conference of the International Communication Association, Singapore.

Tsay, M., & Krakowiak, K. M. (2009, November). *The impact of perceived similarity and identification on moral disengagement*. Paper presented at the Entertainment = Emotions conference, Benasque, Spain.

Krakowiak, K. M., & Tsay, M. (2009, November). *The role of moral disengagement in the enjoyment of real and fictional characters*. Paper presented at the Entertainment = Emotions conference, Benasque, Spain.

Tsay, M., & Bodine, B. (2009, November). *Exploring the multidimensional nature of parasocial interactions: Do personality, interpersonal need, and television motive predict our relationships with media characters?* Paper presented at the 95<sup>th</sup> annual convention of the National Communication Association, Chicago, IL.

Tsay, M., & Schwartz, M. L. (2009, August). *Theorizing parasocial interactions based on character authenticity: The development of a media figure typology*. Poster presented at the 92<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Chung, D. S., & Tsay, M. (2009, August). *Is being 'closer' to the news better? Interactive news presentation and its effects on evaluative perception*. Paper presented at the 92<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Kim, Y. S., Tsay, M., & Chung, D. S. (2009, August). *Selective exposure of American news consumers to polarized cable news channels*. Paper presented at the 92<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Tsay, M., & Oliver, M. B. (2008, May). *Is watching others self-disclose enjoyable? An examination of the effects of depth and mode of information delivery in entertainment media*. Paper presented at the 58<sup>th</sup> annual conference of the International Communication Association, Montreal, Canada.

Tsay, M., & Banjo, O. (2007, May). *A true test of friendship: Testing the interpersonal nature of parasocial interactions*. Poster presented at the 57<sup>th</sup> annual conference of the International Communication Association, San Francisco, CA.

Tsay, M. (2006, October). *Reality TV's naked exposure: Cultivating attitudes of privacy and reshaping private boundaries*. Paper presented at the annual conference of the Mid-Atlantic Popular/American Culture Association, Baltimore, MD.

Tsay, M., Krakowiak, K. M., & Kleck, C. A. (2006, June). *Redefining reality TV: Exploring viewers' perceptions of nine subgenres*. Paper presented at the 56<sup>th</sup> annual conference of the International Communication Association, Dresden, Germany.  
**[Top Student Paper Award in Mass Communications Division]**

Tsay, M., & Nabi, R. L. (2006, June). *Testing a tripartite model of media enjoyment with participatory reality TV*. Paper presented at the 56<sup>th</sup> annual conference of the International Communication Association, Dresden, Germany.

Koh, Y. J., & Tsay, M. (2006, June). *Are we polite because they're like us? Social responses toward anthropomorphized computers*. Paper presented at the 56<sup>th</sup> annual conference of the International Communication Association, Dresden, Germany.

Liu, C., & Tsay, M. (2005, November). *IPTV: A comparative study between the United States and China*. Paper presented at the Innovation and Media: Managing Changes in Technology, Products, and Processes convention, Stockholm, Sweden.

Tsay, M. (2005, November). *Gender differences in moral disengagement: Justifying the wrong*. Poster presented at the 91<sup>st</sup> annual convention of the National Communication Association, Boston, MA.

Tsay, M. (2005, November). *Democratizing access to the real: The effects of reality TV on expectations of self-disclosure*. Paper presented at the annual conference of the Mid-Atlantic Popular/American Culture Association, New Brunswick, NJ.

Tsay, M., & Oliver, M. B. (2005, May). *Who survives? Keeping viewers coming back*. Paper presented at the 55<sup>th</sup> annual conference of the International Communication Association, New York, NY.

Sanders, M., & Tsay, M. (2005, February). *It's real and personal: Examining the relationship between viewer personality and perceived realism of reality TV*. Paper presented at the annual midwinter conference of the Association for Education in Journalism and Mass Communication, Kennesaw, GA.

Tsay, M. (2004, November). *The effects of makeover reality programs on body image and femininity*. Paper presented at the annual conference of the Mid-Atlantic Popular/American Culture Association, Buffalo, NY.

Balakrishnan, B., Pierre, K., Tsay, M., & Vincent-Killian, J. (2004, August). *Gender differences in need for acceptance and the use of computer-mediated communication*. Paper presented at the 87<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada.



Tsay, M., & Brady, M. (2004, August). *Cooperative learning in Communication*. Poster presented at the 87<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada. [**First Place Guido H. Stempel, III Student Research Paper Award**]

Tsay, M. (2004, May). *Interpersonal needs for inclusion, control, and affection and Internet use*. Paper presented at the 54<sup>th</sup> annual conference of the International Communication Association, New Orleans, LA.

Balakrishnan, B., Pierre, K., Tsay, M., & Vincent-Killian, J. (2004, March). *Need for acceptance and the use of computer-mediated communication*. Paper presented at the annual midwinter conference of the Association for Education in Journalism and Mass Communication, New Brunswick, NJ.

### **INVITED PRESENTATIONS**

Tsay-Vogel, M. (2013, February). *Visible and invisible users: Internet, social media, and youth in global perspective*. Facilitator of proceedings representing College of Communication, Boston University, Boston, MA.

Tsay, M. (2011, September). *Trends and effects of social media*. Presented at Boston University to Women in Science and Engineering.

Tsay, M. (2009, October). *Getting to the heart of media enjoyment*. Presented at the Communication Research Colloquium Series, Boston University, Boston, MA.

Chung, D. S., & Tsay, M. (2009, April). *Examining the intersection of crisis communication with new and social media*. Presented at the annual conference of the National Center for Food Protection and Defense Risk Communications, Lexington, KY.

### **FUNDED RESEARCH PROJECTS**

2011 - present: Principal Investigator, Mina Tsay-Vogel  
Title: Cross cultural examination of social media and entertainment consumption  
Sponsor: Center for Asian Studies and College of Communication, Boston University  
Amount: \$30,000

2011: Co-Investigator, Mina Tsay (with Deborah S. Chung, Principal Investigator)  
Title: Who's following Twitter? Examining coverage of the microblogging phenomenon by mainstream news media  
Sponsor: NSF Summer Fellowship  
Amount: \$4,000

**TEACHING**

**INSTRUCTOR**

Theory and Process of Communication, COM 380

Boston University (Fall 2009, Spring 2010, Summer 2010, Spring 2011, Summer 2011, Spring 2012, Spring 2014)

Course focuses on the processes and consequences of both interpersonal and mass communication and how they differ. Discussions include the nature of verbal and nonverbal communication and the role of language in cognitive processing. Examines theories of the process and effects of mass communication and how these relate to the goals and activities of professional communicators [~30 students for small classes, ~150 students for large lectures].

Communication Research, COM 722 (graduate-level)

Boston University (Fall 2012, Spring 2014)

Course introduces the methodology of communication research. Includes both qualitative and quantitative approaches. Attention to the nature of scientific logic, computer literature searches, research design, questionnaire construction, sampling, measurement techniques, and data analysis. Explores the use of focus groups, experiments, surveys, and content analysis [~15 students].

Sampling Design and Measurement Techniques, COM 724 (graduate-level)

Boston University (Spring 2013)

Course discusses various issues related to sampling, such as design, sample size, methods of selection, sampling error, and sampling sources for applied research projects. Also teaches about the various types of questionnaires and measurement procedures commonly used in communication research, including those used for assessing such factors as attitudes, beliefs, media use, and consumer behavior [~10 students].

Advanced Communication Research, COM 723 (graduate-level)

Boston University (Spring 2013)

Course provides an in-depth look at data analysis using SPSS. Students get hands-on experience by carrying out actual analyses using real data sets. Techniques covered include descriptive statistics, correlation and regression, t-tests, ANOVA, and factor analysis [~10 students].

Media Effects, COM 557 (undergraduate/graduate-level, created and developed course in the Mass Communication, Advertising and Public Relations curriculum and was approved Spring 2012)

Boston University (Fall 2012)

Course introduces the study of the effects of media on individuals and on society. This course will overview a broad range of media theories that have examined media as a social force, that have explored factors that affect individuals' selection of and perceptions of media messages, and that have studied how media affect viewers' attitudes, beliefs, and behaviors. These theories will be used to examine a variety of different types of content, including media violence, portrayals of race and gender, politics, advertising, and entertainment, among others [~15 students].

Mass Communication Research, COM 321

Boston University (Fall 2009, Fall 2010, Summer 2011, Fall 2011)

Course introduces the philosophy and process of social-scientific research and the most common methods used to study mass communication. Includes a variety of research methods, an examination of data analysis procedures, and an analysis of mass communication issues [~25 students].

Communication Theory, COM 710 (graduate-level)

Boston University (Spring 2010, Spring 2011, Spring 2012)

Course examines origins, nature, and consequences of human communication. Traces the development of speech, writing, printing, broadcasting, and digital media. Reviews theories of the process and effects of mass communication and how these theories apply to the work of media professionals. [~25 students]

Introduction to Communication Theory, COM 351

University of Kentucky (Spring 2008, Fall 2008, Spring 2009)

Course considered various theoretical perspectives (systems, cognitive, behavioral, affective, symbolic interactionist, dramatic, cultural and social reality, interpretive, and critical theories), leading to a more thorough understanding of communication processes [~25 students].

Social Processes and Effects of Mass Communication, COM 449

University of Kentucky (Fall 2007, Spring 2008, Fall 2008, Spring 2009)

Course examined major theories relevant to mass communication processes, content, and effects through a social science perspective. Specific topics included factors that influence mass media content, uses of media channels, and social, psychological, and behavioral effects of mass communication on individuals, groups, and society [~25 students].

The Mass Media and Society, COMM 100

Pennsylvania State University (Spring 2007)

Course examined mass communications in the United States: organization, role, content, and effects of newspapers, magazines, television, radio, books, and films [~50 students].

Mass Communication Research, COMM 304

Pennsylvania State University (Spring 2007)

Course explored quantitative and qualitative research methods and their application to the field of mass communication. Student groups designed and conducted their own studies [~20 students].

Mass Communication Research, COMM 404

Pennsylvania State University (Fall 2006)

Course focused on quantitative social science research methods course and discussed topics including surveys, content analyses, experiments, field studies, and statistical application. Involved in the design and implementation of studies with student groups [~20 students].

The Mass Media and the Public, COMM 413  
Pennsylvania State University (Fall 2005, Spring 2006)  
Course focused on the nature of mass communications, relationships between mass media and public, media influences on opinion, and social pressures on the media [~50 students].

#### **INVITED LECTURES**

“Parasocial Interactions” COMM 7006 (Seminar Analysis in Media: Entertainment and the Audience), University of Cincinnati, Spring 2013.

“Survey Design” MC7001 (Research Methods in Mass Communication), Louisiana State University, Spring 2012.

“Communication Research” COM 101 (The World of Communication), Boston University, Spring 2012.

“Survey Design” MC7001 (Research Methods in Mass Communication), Louisiana State University, Fall 2011.

“Media Effects” CJT 608 (Mass Communications and Society), University of Kentucky, Fall 2010.

“Psychology of Media Entertainment” COM 101 (The World of Communication), Boston University, Fall 2009.

“Media Selectivity and Consumption: Effects on Relational Expectations” COM 452 (Studies in Interpersonal Communication), University of Kentucky, Summer 2009.

“Parasocial Interaction Research” CJT 780 (Special Topics in Communication: Interactivity and Newer Media), University of Kentucky, Spring 2009.

“Research in Communications at University of Kentucky” COM 181 (Basic Public Speaking), University of Kentucky, Fall 2008.

“Analyses of Differences Between Groups/Relationships Between Variables” COM 365 (Introduction to Communication Research Methods), University of Kentucky, Summer 2008.

“Television and the Internet” COM 453 (Mass Communication and Social Issues), University of Kentucky, Spring 2008.

“Presenting at Academic Conferences” Graduate Student Colloquium, University of Kentucky, Spring 2008.

“Research in Communications at University of Kentucky” COM 181 (Basic Public Speaking), University of Kentucky, Spring 2008.

"Mickey Mouse Monopoly" COM 453 (Mass Communication and Social Issues), University of Kentucky, Fall 2007.

"How Real is Reality TV?" COMM 411 (Cultural Aspects of the Mass Media), Pennsylvania State University, Spring 2006.

"Experimental Design." COMM 404 (Mass Communication Research), Pennsylvania State University, Spring 2006.

"The TV Industry." COMM 180 (Broadcasting and Cable), Pennsylvania State University, Spring 2006.

"Reality-based Programming: A Cultural Phenomenon." COMM 411 (Cultural Aspects of the Mass Media), Pennsylvania State University, Summer 2005.

"The TV Industry." COMM 180 (Broadcasting and Cable), Pennsylvania State University, Spring 2005.

"The TV Industry." COMM 180 (Broadcasting and Cable), Pennsylvania State University, Fall 2004.

"The Reality of Reality TV: The Cultural Craze." COMM 100 (The Mass Media and Society), Pennsylvania State University, Spring 2004.

### **TEACHING ASSISTANT**

The Mass Media and Society, COMM 100, Pennsylvania State University (Fall 2004, Spring 2005); Supervised by Matthew McAllister, Ph.D.

Assisted with lectures, review sessions, and exams. Course provided an introduction to mass media in terms of their organization, role, content, and effects [~325 students].

The Art of Cinema, COMM 150, Pennsylvania State University (Fall 2003, Spring 2004); Supervised by Chris Jordan, Ph.D.

Assisted with lectures, review sessions, and exams. Course focused on the development of cinema to its present state, principles of evaluation and appreciation, and examples from the past and present [~750 students].

### **SERVICE**

#### **EDITORIAL BOARD MEMBER**

*Communication Yearbook* (2012 - present)

*Communication Reports* (2009 - present)

#### **JOURNAL MANUSCRIPT REVIEWER**

*Journal of Communication* (2008, 2013)

*Psychology of Popular Media Culture* (2013)

*The Communication Review* (2013)

*Mass Communication and Society* (2012, 2013)  
*Communication Quarterly* (2012, 2013)  
*Communication Yearbook* (2012)  
*New Media & Society* (2011, 2012)  
*International Journal of Public Opinion Research* (2011)  
*Journal of Computer-Mediated Communication* (2010)  
*Journal of Broadcasting & Electronic Media* (2009, 2010, 2012)  
*Communication Theory* (2008, 2010, 2011)  
*Communication Reports* (2008)  
*Media Psychology* (2008)  
*Communication Research* (2007)  
*Personal Relationships* (2006)

### **PROFESSIONAL POSITIONS**

Co-Chair, Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication (2012 - 2013)

Co-Vice Chair, Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication (2011 - 2012)

Research Chair, Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication (2010 - 2011)

Representative to NCA Nominating Committee, Mass Communication Division of the National Communication Association (2010 - 2011)

Co-Research Chair, Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication (2008 - 2009)

Nominations Committee Member, Mass Communications Division of the National Communication Association (2007 - 2009)

### **REVIEWER OF CONFERENCE PAPERS AND PANELS FOR PROFESSIONAL ORGANIZATIONS**

Association for Education in Journalism and Mass Communication  
Communication Technology (2011, 2012, 2013)  
Entertainment Studies Interest Group (2009, 2010, 2012, 2013)  
Mass Communication and Society Division (2010, 2011, 2012, 2013)

International Communication Association  
Mass Communication Division (2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014)  
Communication and Technology Division (2008, 2009, 2010, 2011, 2012, 2013)  
Information Systems Division (2009, 2011)  
Interpersonal Communication Division (2008)  
Game Studies Division (2008)

National Communication Association  
Mass Communication Division (2008, 2009, 2010, 2011, 2012, 2013)

Kentucky Conference on Health Communication, University of Kentucky (2008)

**CONFERENCE SESSION CHAIR, RESPONDENT AND DISCUSSANT**

Conference Session Chair, *Arousing Scholarship on Emotion in Media*, at the annual convention of the National Communication Association, 2013, Washington, D.C.

Conference Session Discussant, *Best of Entertainment Studies*, at the annual convention of the Association for Education in Journalism and Mass Communication, 2013, Washington, D.C.

Conference Session Respondent, *Celebrating the Dream World of Fandom and Spectatorship*, at the annual convention of the National Communication Association, 2012, Orlando, FL.

Conference Session Discussant, *Entertainment Studies Interest Group Poster Session*, at the annual convention of the Association for Education in Journalism and Mass Communication, 2012, Chicago, IL.

Conference Session Chair, *Media Effect Perceptions: Processes and Outcomes*, at the annual conference of the International Communication Association, 2012, Phoenix, AZ.

Conference Session Respondent, *The Constantly Evolving World of Uses and Gratifications Research*, at the annual convention of the National Communication Association, 2011, New Orleans, LA.

Conference Session Discussant, *Entertainment Studies Interest Group Poster Session*, at the annual convention of the Association for Education in Journalism and Mass Communication, 2011, St. Louis, MO.

Conference Session Chair, *Humor Appreciation*, at the annual conference of the International Society for Humor Studies, 2011, Boston, MA.

Conference Session Respondent, *Inquiries into Audience Expressions and Audience Preferences*, at the annual convention of the National Communication Association, 2010, San Francisco, CA.

Conference Session Discussant, *Mass Communication and Society Scholar-to-Scholar Refereed Paper Research Session*, at the annual convention of the Association for Education in Journalism and Mass Communication, 2010, Denver, CO.

Conference Session Discussant, *Entertainment Studies Scholar-to-Scholar Refereed Paper Research Session*, at the annual convention of the Association for Education in Journalism and Mass Communication, 2010, Denver, CO.

Conference Session Chair, *Media Engagement and Entertainment*, at the annual conference of the International Communication Association, 2010, Singapore.

Conference Session Respondent, *Looking Good? Media Exposure and Perceptions of Attractiveness*, at the annual convention of the National Communication Association, 2009, Chicago, IL.

Conference Session Respondent, *Relationships with Media Figures: New Directions in Parasocial Interaction Research*, at the annual convention of the National Communication Association, 2008, San Diego, CA.

Conference Session Chair, *Scholar to Scholar Session*, at the annual convention of the National Communication Association, 2008, San Diego, CA.

Conference Session Chair, *Health Communication Inquiry and Practice*, at the annual Kentucky Conference on Health Communication, 2008, Lexington, KY.

Conference Session Chair, *Coviewing, Identification, and Media Enjoyment*, at the annual conference of the International Communication Association, 2007, San Francisco, CA.

#### **PROFESSIONAL AFFILIATIONS**

Member, Association for Education in Journalism and Mass Communication  
Member, International Communication Association  
Member, National Communication Association

#### **DEPARTMENT ACTIVITIES**

Faculty, Graduate Student Information Meetings, Department of Mass Communication, Advertising and Public Relations, Boston University (2009, 2010, 2011, 2012, 2013).

Member, Strategic Planning Committee in Department of Communication, University of Kentucky (2008 - 2009).

Member, Resource Committee in Graduate Program in Communication, University of Kentucky (2008 - 2009).

Member, Research Participation Subcommittee in Department of Communication, University of Kentucky (2008 - 2009).

Session Respondent, 13<sup>th</sup> Annual Graduate Student Association Symposium: The Future of Communication, University of Kentucky (2009).

Member, Resource Committee in Department of Communication, University of Kentucky (2007 - 2008).



Member, Search Committee for position in Persuasion, Department of Communication, University of Kentucky (2007 - 2008).

### **COLLEGE ACTIVITIES**

Member, Search Committee for two tenure-track positions in Emerging Media Studies, College of Communication, Boston University (2012 - 2013).

Member, Emerging Media Studies Steering Committee, College of Communication, Boston University (Spring 2012, created two new courses in Emerging Media Studies (psychological and social effects of new media).

Member, Curriculum Committee representing Department of Mass Communication, Advertising and Public Relations, Boston University (Fall 2011 - Spring 2012).

Faculty, Undergraduate Open House, College of Communication, Boston University (Spring 2011, Spring 2013).

Research Fellow, Communication Research Center, Boston University (Fall 2009 - present).

Web Manager, Communication Research Center, Boston University (Fall 2012 - Spring 2013).

Founder/Coordinator of Communication Research Colloquium Series and Dr. Melvin L. DeFleur Distinguished Lecture Series, Boston University (Fall 2009 - Spring 2013), organized monthly colloquium talks for faculty in the College of Communication, visiting scholars at Boston University, and distinguished professors in the field of communication. Coordinated and facilitated marketing of 29 research presentations.

Faculty, COM Orientation Faculty/Parent Meetings, Boston University (Summer 2010, 3 sessions; Summer 2011, 2 sessions).

Member, Media Effects Research Group (MERG), Pennsylvania State University (2004 - 2007).

Manuscript Reviewer and Member, Graduate Students in Communications (GSIC), Pennsylvania State University (2003 - 2007).

Tutor, Conversation Partner Program in Communications, Pennsylvania State University (2003 - 2007).

### **UNIVERSITY ACTIVITIES**

Invited Panelist, *Career Tips for Liberal Arts Majors*, Faculty-in-Residence Event, Boston University (Spring 2013)

Invited Judge, Undergraduate Research Opportunities Program Symposium, Boston University (Fall 2012).

Invited Panelist, *Career Tips for Liberal Arts Majors*, Faculty-in-Residence Event, Boston University (Spring 2012)

Invited Panelist, *Popular Culture and Media*, Event sponsored by the COM Specialty Floor in Warren Towers, Boston University (Spring 2012)

Invited Panelist, *Career Tips for Liberal Arts Majors*, Faculty-in-Residence Event, Boston University (Spring 2011)

Participant, Classroom Renovations Focus Group, Boston University (Spring 2011)

Invited Panelist, *Popular Culture and Media*, Faculty-in-Residence Event, Boston University (Fall 2010)

Research Judge, Science and Engineering Day, Boston University (Spring 2010, Spring 2011).

Member, Platform Party Subcommittee (Commencement Committee), University of Kentucky (Spring 2008 - Summer 2009).

Member, Student Speaker Subcommittee (Commencement Committee), University of Kentucky (Spring 2008 - Summer 2009).

Volunteer, Dance Blue, University of Kentucky (Spring 2008, Spring 2009).

Judge, University of Kentucky Graduate Student Interdisciplinary Conference, University of Kentucky (Spring 2008).

### **GRADUATE STUDENT THESIS AND DISSERTATION COMMITTEES**

Ph.D. Dissertation Committee Member (Jill Walsh), School of Sociology, Boston University. *Adolescents' presentation of the Facebook self: Status by accumulation on Facebook*. Anticipated graduation date: Fall 2013.

Ph.D. Dissertation Committee Member (Theresa Redmond), School of Education, Boston University. *Media literacy at the middle level*. Graduated May 2011.

M.A. Thesis Committee Chair (Lin Kung), College of Communication, Boston University. *Disney's representation of ethnic minorities: Investigating the relationship between exposure to animated films and cultural perceptions*. Graduated May 2011.

## **MEDIA APPEARANCES**

Quoted in *TeenLife*, "The Reality of Reality TV" by Kimberly Spector Wolf, about the effects of heavy exposure to reality TV on people's social reality (September 19, 2013).

Quoted in *Fast Company*, "Why We Love TV's Most Deeply Flawed Characters" by Jennifer Miller, about the appeal of morally ambiguous characters (April 5, 2013).

Quoted in *The Sun Chronicle*, "Tech Difficulties" by Andrea Vale, about self-disclosure on Facebook and Internet personae (January 8, 2013).

Quoted in *Boston Herald*, "New Social Network Blends Best of Facebook, Twitter, and Tumblr" by Jed Gottlieb, about the prospects of the new social networking site, Pheed (November 4, 2012)

Featured in *USA Today*, "Top Universities and Professors for 2011-2012" by Patrick Foster, listed as one of the top 25 ranked professors on RateMyProfessors.com (August 29, 2012).

Quoted in *Boston Globe*, "Time to Come Clean As Soon As Possible: Crisis Management Requires Fast Action in Era of Social Media" by Stephanie Steinberg, about the risk of misinformation being channeled when using social media (August 2, 2012).

Quoted in *Boston Herald*, "Salt-and-Ice Dare Draws Warnings from Medical Experts" by Tenley Woodman, about the popularity of novel videos posted in social media (July 16, 2012).

Quoted in *Entertainment Weekly*, "I'm Not Here to Make Friends: Why Reality TV's Smartest Stars Love to be Hated" by Lanford Beard, about strategic use of underhanded conduct on reality TV programs (July 12, 2012).

Quoted in *Greatist*, "Why We're Obsessed with Reality TV" by Nicole McDermott, about the effects of consuming high doses of reality-based programming (July 11, 2012).

Featured in *COMtalk* (official biannual publication for alumni, parents and friends of Boston University's College of Communication), "Researchers at COM are uncovering trends in communication, and highlighting new ways of business" by Andrew Thursday, about how television news treat Twitter (Spring/Summer 2012).

Quoted in *Boston Herald*, "Boston Reacts to Wikipedia's Protest Blackout" by Dan O'Brien, about reactions toward the Stop Online Piracy Act and Protect Internet Protocol Act (January 18, 2012).

Quoted in *Boston Herald*, "Facebook Suicide Intervention Tool Response Mixed" by Dan O'Brien, about the new Facebook feature that lets users report suicidal content to website administrators (December 15, 2011).

Featured in *Research at Boston University 2011* (official yearly research magazine at Boston University), "The Face-Time Continuum" by James O'Brien, about current research on social media and reality TV on privacy perceptions (December 13, 2011).

Quoted in *The National*, "Now Starring in TV's Prime Time: The Recessions" by Sonya Bell, about gratifications sought from recession-based reality TV shows (October 11, 2011).

Quoted in *Boston Herald*, "Fake Tweets Terrorize Twitterverse" by Dan O'Brien, about the phenomenon of fake tweets (September 30, 2011).

Featured on *WCVB-TV* evening news with Pam Cross, *Channel 5 ABC Anchor/Reporter*, about the effects of Facebook's new top story feature (September 21, 2011).

Quoted in *Times Union*, "Social Media Menu Gets Fuller: Entry of Google Plus Means Even More Potential For Overload" by Kristi Gustafson Barlette, about the shift in expectations of communication dictated by social media (August 18, 2011).

Featured on *Professors Voices: Opinions and Views by Boston University Experts*, about Google+ as the next Facebook (August 17, 2011).

Featured on *New England Cable News* evening news with Greg Wayland, *NECN Reporter*, about controversy over Osama Bin Laden-themed video game (May 9, 2011).

Quoted in *CNN*, "Why Understanding Online Can Work Against You" by Eliza Ridgeway, about the disintegration in the boundaries of public and private in social media environments (April 13, 2011).

Quoted in *The New York Times*, "The Footprints of Web Feet" by Austin Considine, about social media's evolution in influencing privacy perceptions and a growing reliance on information, taste, and behaviors of other consumers (March 4, 2011).

Quoted in *The Patriot Ledger*, "Online threats pose a problem for police, schools and parents" by Christian Schiavone, about the limitations of adult monitoring children's Facebook profiles (January 18, 2011).

Quoted in *The Sun Chronicle*, "Trolling for the grief-stricken" by Matt Kakley, about the absence of negative consequences of trolling (October 5, 2010).

Quoted in *Boston Herald*, "Web catches the lows of student life: Privacy a major worry" by Renee Dudley, about the commodification of people's privacy online (April 25, 2010).

Featured on *Fox 25* evening news with Sara Underwood, *Fox 25 Weekend Anchor/Reporter*, about the psychological and social effects of Chatroulette (March 30, 2010).

Quoted in *BU Today* (Arts and Entertainment), "Next: Chatroulette, face-to-face with strangers from anywhere, anytime" by Caroline Hailey, about Chatroulette's social implications on privacy norms (March 22, 2010).

Quoted in *The Wall Street Journal*, "Small businesses develop taste for spotlight on reality TV shows" by Emily Maltby, about the voyeuristic nature of reality-based programming (January 26, 2010).

Quoted in *Teens in Print*, partnered with *The Boston Globe*, "Are you addicted to Facebook?" by Cheila Martinez, about the prevalent use and psychological effects of Facebook on teenagers (November/December 2009).

Quoted in *The Boston Herald*, "New slang is totes ridic," by Michael Marotta, Boston Herald Reporter, about the use of slang in social media environments (November 18, 2009).

Featured in the *Communication Research Podcast*, a production of the Communication Research Center at the College of Communication at Boston University, discussing the affective, cognitive and behavioral components of media enjoyment predicting overall enjoyment of programs (October 26, 2009).

Featured on *WBZ-TV* evening news with Jon Keller, *WBZ-TV* Reporter, about Polo Ralph Lauren controversy over computer-generated model (October 8, 2009).

#### COMMUNITY ACTIVITY

Invited speaker for Alpha Kappa Alpha Sorority on "Digital Abuse" (February 25, 2010).

#### BOOK REVIEWS

Reviewer (Quoted), *Converging media: Moving beyond mass communication* (2<sup>nd</sup> ed.) by Dr. John Pavlik and Dr. Shawn McIntosh (October 2008).

Reviewer, *A first look at communication theory* (8<sup>th</sup> ed.) by Dr. Em Griffin (May 2012).

**PROFESSIONAL EXPERIENCE** Hearst-Argyle Television, Inc./WLWT-TV, *Writer and Producer*, Cincinnati, OH (October 2002 - May 2003).

- Wrote, produced, and edited daily news topicals for daytime and evening newscasts.
- Produced image promos marketing NBC local and national programming.
- Coordinated film shoots for special reports and promotional events.

ABC/The View, *Intern*, New York, NY (May 2004 - August 2004).

- Coordinated audience and marketing events for daily live shows.
- Assisted in research for show segments and stage operation.

6ABC/WPVI-TV, *Promotions Intern*, Philadelphia, PA (May 2002 - August 2002).

- Utilized non-linear editing and copywriting skills to produce daily news topicals and image promos.
- Traveled to city locations to film field projects and coordinate events to promote 6ABC.
- Designed marketing campaigns for children through research and copywriting for the Sales department and local clients.

UPN38/WSBK-TV, *Creative Services Intern*, Boston, MA (May 2000 - August 2000).

- Executed marketing and visual design skills to produce 'Teen Files: New England,' PSA for Swim Across America, and public affairs show 'City Stories.'
- Logged tapes and assisted in shoots and special promotional events.
- Strengthened multimedia proficiency by maintaining the station's website with news and event updates.

Michigan Radio, *News Intern*, Ann Arbor, MI (January 2000 - April 2000).

- Gained insight to radio news broadcasting by assisting in news research, writing news stories, and conducting interviews.
- Facilitated news production through the organization of resources.

**COMPUTER SKILLS**

Statistical packages: SPSS, AMOS  
Non-linear video editing: AVID Media Composer, Final Cut Pro  
Web development: Adobe GoLive, Dreamweaver  
Graphic design: Adobe InDesign, Photoshop  
Programming languages: HTML, CGI Scripts  
Operating systems: Macintosh, Windows

**REFERENCES**

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