

## MIKE SCHMIERBACH

mgs15@psu.edu

Department of Film Production and Media Studies  
Pennsylvania State University  
Carnegie Building, 319 Fraser Rd.  
University Park, PA 16802  
Office (voice mail only) 814-865-9582  
Mobile 814-933-9934

### EDUCATION

Ph.D.: Mass communication, University of Wisconsin-Madison, July 2004. Dissertation: Measuring media texts and understanding media effects: A conceptual and experimental examination of news stories and cognition

MA: Journalism and mass communication, University of Wisconsin-Madison, July 2000. Thesis: A study of stories about studies: Media coverage of social science research

BA: Journalism (news/editorial sequence), University of Oregon, June, 1998. Thesis: Red letters: Media coverage of anti-communism in the 1950s

### TEACHING AND PROFESSIONAL EXPERIENCE

**Professor**, Pennsylvania State University, 2022-. Taught 2 courses per semester in media studies and research methods. Participated in departmental and college service. Advised graduate students.

**Associate professor**, Pennsylvania State University, 2013-2022. Taught 2 courses per semester in media studies and research methods. Participated in departmental and college service. Advised graduate students.

**Assistant professor**, Pennsylvania State University, 2007-2013. Taught 2 courses per semester in media studies and research methods. Participated in departmental and college service. Advised graduate students.

**Assistant professor**, College of Charleston, 2004-2007. Taught 3-4 courses per semester in media studies and research methods. Participated in departmental and college service. Advised media studies concentration students.

**Teaching assistant**, University of Wisconsin-Madison, 1999-2000, 2001-2004. Taught one section per semester in media production and theory. Assisted with course development. Served as instructor of record for two sections of newspaper editing.

**Project assistant**, University of Wisconsin-Madison, 2003. Assisted with research project on community outreach as part of grant-funded project sponsored by Wisconsin Public Television and the National Center for Outreach.

**Office assistant**, Administrative Medicine program, University of Wisconsin-Madison, 1999-2000. Oversaw development of new alumni tracking database for large-scale recruitment and marketing effort. Developed marketing materials and implemented campaign.

**Copy editor**, East Oregonian newspaper, Pendleton, Ore., 2000-2001. Edited stories for grammar, clarity and accuracy. Participated in story meetings, serving as wire editor. Selected wire content. Wrote headlines and designed pages, including section fronts.

### COURSES TAUGHT

*Courses taught at Pennsylvania State University — Graduate-level*

**Introduction to Data Analysis in Communications.** Focuses on principles of statistics and quantitative data analysis using SPSS. Topics include data management and description, analysis of variance, correlation and regression.

**Introduction to Mass Communication Research.** Quantitative research methods course focusing on the principles of empirical research, including design and interpretation of research studies, critical reading of scholarly literature, and quantitative data analysis using SPSS.

**Is Framing a Viable Media Theory?** Special topics class focusing on theoretical and empirical research on media framing theory and on larger questions of theory development and testing in mass communications.

**Media Effects.** Provides an overview of key theories and areas in media effects, including political communication, enjoyment, cultivation, aggression, sex and gender issues, race and stereotyping, opinion formation, and emerging technologies. Includes extensive discussion of methodological issues in the field.

**News Media and Public Opinion.** Explores key theories of political communication, with a particular focus on the conceptual and operational definition of public opinion and its relationship to news media, including theories of the effects of media representations of public opinion as well as the influence of media on public opinion.

**Proseminar in Mass Communication.** Introductory course for all first-year Ph.D. students in mass communication that reviews social science perspectives on research, key moments and debates in the development of mass communication as a social scientific field, and important questions about the meaning and quality of theory in mass communication research.

**Video Game Effects.** Special topics class exploring research into the effects of video games on such outcomes as enjoyment, aggression, learning, social interaction, and cognitive skills. Includes extensive discussion of methodological issues in the field.

*Courses taught at Pennsylvania State University — Undergraduate-level*

**Effects of Entertainment Media.** Reviews key theories and research findings in the media effects literature relating to entertainment media, including theories of enjoyment, immersion, need satisfaction, recovery, and pro- and anti-social outcomes.

**Gaming and Interactive Media.** Provides an introduction to the gaming industry, including material on the history of games, key jobs in gaming, market trends in gaming, and the social impact of games. Addresses a variety of areas of research, particularly psychological, but also legal, cultural and historical.

**Introduction to Media Effects.** Reviews key theories in media effects as developed and viewed through a social-scientific lens. Topics include media violence, enjoyment, stereotyping, political communication, selective exposure, and the history and development of the field.

**Mass Communication Research.** Trains students in the assessment and use of key research methods in the field of mass communication, including survey research, experimentation, and content analysis. Students learn both effective study design and statistical analysis using SPSS, and carry out research projects while also learning to critically assess scholarly articles.

**Media and the Public.** Offers students insight into prominent theories of political communication, evaluating current media practice, the relationship of media and public opinion, the role of media in

elections, and the connection between media and civic behavior. As a writing-intensive class, it also focuses on the development of skills in constructing an effective written argument.

**Video Games as Mass Medium.** First-year seminar providing an introduction to different current topics in video games, as seen from some of the differing perspectives (e.g., media effects, advertising, law and policy) represented in the College of Communication.

***Courses taught at College of Charleston — All undergraduate-level***

**Mass Media.** Provides survey of the history, organization, political economy, and social impact of prominent mass media, including television, newspapers, magazines, radio, cinema, Internet and video games. Particular emphasis is placed on the ongoing influence of mass media on individuals and society.

**Communication Research Methods.** Trains students in the assessment and use of key research methods in the field of communication, including survey research, experimentation, content analysis and ethnography. Significant time is spent on effective question wording and study design and on the analysis of data using both qualitative and quantitative approaches.

**Public Opinion and Media.** (Cross-listed with political science) Presents the theoretical and philosophical origins of public opinion research, and explores both the influences of media on public opinion trends as well as the effects of media representations of public opinion on citizens.

**Video Game Research (special topics course).** Addresses prominent theories of video game use and effects, focusing on reading and discussion of original empirical research on gaming. Topics include the relationship between games and gender, violence, and cognitive ability.

**Fine Arts Journalism (special topics course).** Offers students opportunity to participate in the development of a focused publication dealing with the life, compositions, and historical context of Mozart. Students researched, wrote, edited and designed a 12-page publication distributed at a Charleston arts event.

***Course taught as instructor of record at University of Wisconsin-Madison***

**Newspaper Editing.** Trains students in grammar, AP style, libel and other issues related to the production of clear, consistent newspaper copy. Includes practice in headline writing and newspaper design using relevant desktop publishing software.

***Courses in which sections were taught as teaching assistant at University of Wisconsin-Madison***

**Mass Communication Practices.** Describes principles of effective communication through the mass media, including skills training in basic reporting, news writing, public relations, advertising, broadcast writing, page layout and Web site design.

**Public Opinion.** Outlines key theories of public opinion, including opinion formation, history of public opinion research and current practice in measuring public opinion. Particular emphasis is placed on the role of mass media in shaping public opinion.

**BOOKS**

Boyle, M., & Schmierbach, M. (2023). *Applied Communication Research Methods: Everything You Need to Get Started*. (3rd ed.) Routledge. [First edition 2015; Second edition 2019]

## JOURNAL ARTICLES AND BOOK CHAPTERS

- Wei, L., Schmierbach, M., Liu, B., Kang, J., Chen, C., Dardis, F. E., Tan, R., & Cohen, O. (2025). Amplifying player experience to facilitate prosocial outcomes in a narrative-based serious game. *Media and Communication*, 13, 8637. <https://doi.org/10.17645/mac.8637>
- Zhang, B., & Schmierbach, M. (2024). Biased processing of political fact-checks on social media: Testing the effects of user comments and partisan worldview on misbeliefs and political candidate evaluation. *Internet Research*. <https://doi.org/10.1108/INTR-06-2024-0890>
- Schmierbach, M., Tan, R., & Sherrick, B. (2024). Difficulty and challenge in video games. In M. Schmierbach, R. Tan, & B. Sherrick, *Oxford Research Encyclopedia of Communication*. Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.1471>
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. P. (2024). The influence of fact-checking is disputed! The role of party identification in processing and sharing fact-checked social media posts. *American Behavioral Scientist*, 68(10), 1345–1365. <https://doi.org/10.1177/00027642231174335>
- Appelman, A., & Schmierbach, M. (2024). Coverage of public opinion polls: Journalists' perceptions and readers' responses. *Journalism Practice*, 18(4), 763–782. <https://doi.org/10.1080/17512786.2022.2058064>
- Schmierbach, M. (2024). Changes and continuity for a second editorial term. *Mass Communication and Society*, 27(2), 205–206. <https://doi.org/10.1080/15205436.2024.2306123>
- Schmierbach, M. (2023). Why we broke up with X (and you should too). *Mass Communication and Society*, 26(6), 909-912. <https://doi.org/10.1080/15205436.2023.2261822>
- Schmierbach, M., Andsager, J., Banning, S. Chung, M., Byons, B. Mcleod, D.M. ... & Sun, Y. (2023). Another point of view: Scholarly responses to the state of third-person research. *Mass Communication and Society*, 26(3), 359-383. <https://doi.org/10.1080/15205436.2023.2193512>
- Schmierbach, M., McCombs, M., Valenzuela, S., Dearing, J. W., Guo, L., Iyengar, S., ... & Willnat, L. (2022). Reflections on a Legacy: Thoughts from Scholars about Agenda-Setting Past and Future. *Mass Communication and Society*, 25(4), 500-527. <https://doi.org/10.1080/15205436.2022.2067725>
- Velez, J.A., Schmierbach, M., Sherrick, B., Chae, S.W., Tan, R. & Rosenberg, K.A. (2021). A recipe for success: The effect of dyadic communication and cooperative gameplay on subsequent non-gaming task performance. *Human Communication Research*, 47(4), 364-386. <https://doi.org/10.1093/hcr/hqab008>
- Schmierbach, M. (2021). Notes from the new editor: Reflections on the editorial mission of Mass Communication and Society. *Mass Communication and Society*, 24(2), 159-161. <https://doi.org/10.1080/15205436.2021.1873028>
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M.P. (2020) The ineffectiveness of fact-checking labels on news memes and articles. *Mass Communication & Society*, 23(5), 682-704. <https://doi.org/10.1080/15205436.2020.1733613>
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A. & Boyle, M.P. (2020). For the birds: Media sourcing, Twitter, and the minimal effect on audience perceptions. *Convergence: The International Journal of Research into New Media Technologies*, 26(2), 350-368. <https://doi.org/10.1177/1354856518780438>

- Schmierbach, M. & Boyle, M.P. (2020). Concrete examples of abstract others: Testing exemplar availability as an additional explanation for third-person perceptions. *International Journal of Public Opinion Research*, 32 (3), 510-529. <https://doi.org/10.1093/ijpor/edz032>
- Wei, L., Kang, J., & Schmierbach, M. (2020). Memory at play: Personalizing online advertisements based on consumers' autobiographical memory. *Journal of Promotion Management*, 26(3), 322-349. <https://doi.org/10.1080/10496491.2019.1699632>
- Luqiu, LR., Schmierbach, M. & Ng, YL. (2019). Willingness to follow opinion leaders: A case study of Chinese Weibo. *Computers in Human Behavior*, 101, 42-50. <https://doi.org/10.1016/j.chb.2019.07.005>
- Schmierbach, M. (2019) Applied Communication Research Methods. In Moy, P. (ed.), *Oxford Bibliographies in Communication*. New York: Oxford University Press. <https://doi.org/10.1093/OBO/9780199756841-0225>
- Dardis, F., Schmierbach, M., Sherrick, B., & Luckman, B. (2019). How game difficulty and ad framing influence memory of in-game advertisements. *Journal of Consumer Marketing*, 36(1), 1-11. <https://doi.org/10.1108/JCM-07-2016-1878>
- Schmierbach, M. (2018). Media theory and the 2016 election. *Mass Communication and Society*, 21(6), 665-670. <https://doi.org/10.1080/15205436.2018.1514827>
- Appelman, A., & Schmierbach, M. (2018). Make no mistake? Exploring cognitive and perceptual effects of grammatical errors in news articles. *Journalism & Mass Communication Quarterly*, 95(4), 930-947. <https://doi.org/10.1177/1077699017736040>
- Schmierbach, M. (2017). Interactive content, analysis of. In Matthes, J. (ed.) *International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley. <https://doi.org/10.1002/9781118901731.iecrm0119>
- Schmierbach, M. (2017). Immersion in games exemplifies why digital media create complex responses to ads. In Rodgers, S. & Thorson, E. (eds.), *Digital Advertising: Theory and Research* (pp. 427-430). New York, NY: Routledge.
- Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, F., Aviles, J., Kumble, S., & Bailey, E. (2016). Adver-Where? Comparing the effectiveness of banner ads and video ads in online video games. *Journal of Interactive Advertising*, 16(2), 87-100. <https://doi.org/10.1080/15252019.2016.1223572>
- Sherrick, B., & Schmierbach, M. (2016). The effects of evaluative reviews on market success in the video game industry. *The Computer Games Journal*, 5, 185-194. <https://doi.org/10.1007/s40869-016-0027-y>
- Limperos, A. M., & Schmierbach, M. (2016). Understanding the relationship between exergame play experiences, enjoyment, and intentions for continued play. *Games for Health*, 5(2), 100-107. <https://doi.org/10.1089/g4h.2015.0042>
- Kim, K., Schmierbach, M., Bellur, S., Chung, M-Y., Fraustino, J., Dardis, F.E., & Ahern, L. (2015). Is it a sense of autonomy, control or attachment? Exploring the effects of in-game customization on game enjoyment. *Computers in Human Behavior*, 48, 695-705. <https://doi.org/10.1016/j.chb.2015.02.011>
- Dardis, F. E., & Schmierbach, M., Ahern, L., Fraustino J., Bellur, S., Brooks, S., & Johnson, J. (2015). The effects of in-game virtual direct experience (VDE) on reactions to real-world brands. *Journal of Promotion Management*, 21(3), 313-334. <https://doi.org/10.1080/10496491.2015.1021503>
- McLeod, D.M., Shah, D.V., Schmierbach, M., Boyle, M.P., & Armstrong, C.L. (2014). Group perceptions and expressive action. In McLeod, D.M. & Shah, D.V. *News frames and national security: covering big brother* (pp. 143-158). Cambridge University Press.

- Schmierbach, M., Chung, M-Y., Wu, M., & Kim, K. (2014). No one likes to lose: The effect of game difficulty on competency, flow, and enjoyment. *Journal of Media Psychology: Theories, Methods, and Applications*, 26(3), 105-110. <https://doi.org/10.1027/1864-1105/a000120>
- Schmierbach, M., & Limperos, A.M. (2013). Virtual justice: Testing disposition theory in the context of a story-driven video game. *Journal of Broadcasting & Electronic Media*, 57(4), 526-542. <https://doi.org/10.1080/08838151.2013.845828>
- Boyle, M.P., Schmierbach, M & McLeod, D.M. (2013). Pre-existing factors or media effect? Understanding the third-person perception. *Atlantic Journal of Communication*, 21(4), 230-246. <https://doi.org/10.1080/15456870.2013.823967>
- Ash, E. & Schmierbach, M. (2013). The effects of gain and loss frames on perceptions of racial inequality. *Howard Journal of Communication*, 24(1), 38-56. <https://doi.org/10.1080/10646175.2013.748408>
- Schmierbach, M., Limperos, A.M., & Woolley, J.K. (2012). Feeling the need for (personalized) speed: How natural controls and customization contribute to enjoyment of a racing game through enhanced immersion. *CyberPsychology, Behavior and Social Networking*, 15(7), 364-369. <https://doi.org/10.1089/cyber.2012.0025>
- Schmierbach, M. Xu, Q., Oeldorf-Hirsch, A., & Dardis, F. (2012). Electronic friend or virtual foe: Exploring the role of competitive and cooperative video game modes in fostering flow and enjoyment. *Media Psychology*, 15(3), 356-371. <https://doi.org/10.1080/15213269.2012.702603>
- Schmierbach, M., Xu, Q., & Boyle, M.P. (2012). The role of exemplification in shaping third-person perceptions and support for restrictions on video games. *Mass Communication & Society*, 15(5), 672-694. <https://doi.org/10.1080/15205436.2011.616278>
- Schmierbach, M. & Oeldorf-Hirsch, A. (2012). A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions. *Communication Quarterly*, 60(3), 317-337. <https://doi.org/10.1080/01463373.2012.688723>
- Dardis, F., Schmierbach, M., & Limperos, A. (2012). The impact of game customization and control mechanisms on recall of integral and peripheral brand placements in videogames. *Journal of Interactive Advertising*, 12(2), 1-12. <https://doi.org/10.1080/15252019.2012.10722192>
- Xu, Q., Schmierbach, M., Bellur, S., Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. (2012). The Effects of "Friend" Characteristics on Evaluations of an Activist Group in a Social Networking Context. *Mass Communication & Society*, 15(3), 432-453. <https://doi.org/10.1080/15205436.2011.583862>
- Dardis, F., & Schmierbach, M. (2012). Effects of multiplayer videogame contexts on individuals' recall of in-game advertisements. *Journal of Promotion Management*, 18(1), 42-59. <https://doi.org/10.1080/10496491.2012.646219>
- Limperos, A.M., Schmierbach, M., Kegerise, A. & Dardis, F. (2011). Gaming across different consoles: Exploring the influence of control scheme on game player enjoyment. *CyberPsychology, Behavior and Social Networking*, 14(6), 345-350. <https://doi.org/10.1089/cyber.2010.0146>
- Schmierbach, M., Boyle, M.P., Xu, Q., & McLeod, D.M. (2011). Exploring third-person differences between gamers and non-gamers. *Journal of Communication*, 61(2), 307-327. <https://doi.org/10.1111/j.1460-2466.2011.01541.x>
- Schmierbach, M. (2010). "Killing spree": The effects of game mode and gender on violent cognitions. *Communication Research*, 37(2), 256-274. <https://doi.org/10.1177/0093650209356394>

- Schmierbach, M. (2009). Content analysis of video games: Challenges and potential solutions. *Communication Methods and Measures*, 3(3), 147-172. <https://doi.org/10.1080/19312450802458950>
- Shah, D.V., Boyle, M.P., Schmierbach, M., Keum, H., & Armstrong, C.L.. (2009). Specificity, complexity and validity: Rescuing experimental research on framing effects. In P. D'Angelo and J.A. Kuypers (Eds.), *Doing News Framing Analysis: Empirical, Theoretical, and Normative Perspectives*. New York: Routledge.
- Boyle, M.P., & Schmierbach, M. (2009). Media use and protest: The role of mainstream and alternative media use in predicting traditional and protest participation. *Communication Quarterly*, 57(1), 1-17. <https://doi.org/10.1080/01463370802662424>
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2008). Understanding person perceptions: Comparing four common analytical approaches in third-person research. *Mass Communication and Society*, 11(4), 492-513. <https://doi.org/10.1080/15205430802375311>
- Boyle, M.P., Schmierbach, M., & McLeod, D. (2007). Ideology, issues, and limited information: Implications for voting behavior. *Atlantic Journal of Communication*, 15(4), 284-302. <https://doi.org/10.1080/15456870701483896>
- Hwang, H., Schmierbach, M., Paek, H., Gil de Zuniga, H., Shah, D.V. (2006). Media dissociation, Internet use, and anti-war political participation. *Mass Communication and Society*, 9(4), 461-483. [https://doi.org/10.1207/s15327825mcs0904\\_5](https://doi.org/10.1207/s15327825mcs0904_5)
- Boyle, M. P., Schmierbach, M., Armstrong, C. L., Cho, J., McCluskey, M.R., McLeod, D.M., Shah, D.V. (2006). Expressive responses to news stories about extremist groups: A framing experiment. *Journal of Communication*, 56(2), 271-288. <https://doi.org/10.1111/j.1460-2466.2006.00019.x>
- Schmierbach, M. (2005). Method matters: The influence of methodology on journalists' assessments of social science research. *Science Communication*, 26(3), 269-288. <https://doi.org/10.1177/1075547004273025>
- Schmierbach, M., Boyle, M. P., McLeod, D. M. (2005). Civic attachment in the aftermath of September 11. *Mass Communication and Society*, 8(4), 323-346. [https://doi.org/10.1207/s15327825mcs0804\\_3](https://doi.org/10.1207/s15327825mcs0804_3)
- Rojas, H., Shah, D. V., Cho, J., Schmierbach, M., Keum, H., Gil de Zuniga, H. (2005). Media dialogue: Perceiving and addressing community problems. *Mass Communication and Society*, 8(2), 93-110. [https://doi.org/10.1207/s15327825mcs0802\\_2](https://doi.org/10.1207/s15327825mcs0802_2)
- Boyle, M. P., Schmierbach, M. (2004). Student-collected survey data: An examination of data quality and the value of survey research as a learning tool. *Journalism & Mass Communication Educator*, 58(4), 374-390. <https://doi.org/10.1177/107769580305800404>
- Boyle, M. P., Schmierbach, M., Armstrong, C., McLeod, D. M., Pan, Z., Shah, D. V. (2004). Information seeking and emotional reactions to the September 11 terrorist attacks. *Journalism & Mass Communication Quarterly*, 81(1), 155-167. <https://doi.org/10.1177/107769900408100111>
- Shah, D. V., Kwak, N., Schmierbach, M., Zubrick, J. (2004). The interplay of news frames on cognitive complexity. *Human Communication Research*, 30(1), 102-120. <https://doi.org/10.1111/j.1468-2958.2004.tb00726.x>
- Shah, D. V., Schmierbach, M., Hawkins, J., Espino, R., Donovan, J. (2002). Nonrecursive models of Internet use and community engagement. *Journalism & Mass Communication Quarterly*, 79(4), 964-987. <https://doi.org/10.1177/107769900207900412>

## CONFERENCE PAPERS

- Wei, L., Schmierbach, M., Liu, B., Kang, J., Cheng, C., Dardis, F., Tan, R & Cohen, O. Amplifying player experience to facilitate prosocial outcomes in a narrative-based serious game. Paper presented at the special conference on Digital Games at the Forefront of Change, organized by the Digital Games Research section of the European Communication Research and Education Association, November 2023, Madrid, Spain.
- Gambino, A., & Schmierbach, M. Great “minds” think alike? Examining opinion conformity in HCI and CMC. Paper presented at the annual meeting of the National Communication Association, November 2023, National Harbor, MD.
- Wei, L. & Schmierbach, M. Examining immediate and delayed exemplification effects on communicating risks of binge drinking among college students. Paper presented at the annual meeting of the International Communication Association, May 2023, Toronto, ON.
- Wei, L. & Schmierbach, M. Recall as mechanism underlying exemplification effects? Exploring the differential impacts of cognitive processing styles. Paper presented at the annual meeting of the International Communication Association, May 2023, Toronto, ON.
- Zhang, B. & Schmierbach, M. Continued influence of misinformation on political candidate evaluation: The impact of user comments on fact-checking. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, August 2022, Detroit, MI.
- Chen, J., Schmierbach, M. & Tan, R. Pandemic gaming experiences: Examining post-game emotions and recovery in relation to game demand. Paper presented at the annual meeting of the International Communication Association, May 2022, Paris, France.
- Schmierbach, M., Wei, L. & Cheng, Z. Play Hard: The videogame difficulty story. Paper presented at the annual meeting of the International Communication Association, May 2021, virtual conference.
- Appelman, A. & Schmierbach, M. Statistical numeracy and polling literacy among news readers. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, August 2020, virtual conference.
- Wei, L. & Schmierbach, M. Effects of broadcast media, ideology and voter affect on political participation in presidential elections, 1984-2012. Paper presented at the annual meeting of the International Communication Association, May 2020, virtual conference.
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A. & Boyle, M. Credibility effects of fact-checking labels on social media news posts. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, August 2019 in Toronto, ON.
- Wang, J. & Schmierbach, M. Who speaks for the majority? Comparing exemplar indicators of public opinion in a social media setting. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, August 2019 in Toronto, ON.
- Schmierbach, M. & Boyle, M.P. The role of exemplification and presumed influence in supporting censorship and media literacy programs aimed at anti-vaccination web sites. Paper presented at the annual meeting of the International Communication Association, Washington, DC, May 2019.
- Dardis, F., Schmierbach, M., Aviles, J., Bailey, E., Orme, S., & Kang, J. Make it fit: The effects of brand-game congruity in advergames on brand recall, attitude and purchase intent. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2018.



- Wei, L., Kang, J., and Schmierbach, M. Memory at play: Personalizing advertisements based on consumer's autobiographical memory. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2018.
- Boyle, M.P. & Schmierbach, M. Mental schema as explanations for third-person perceptions, censorship and medial literacy programs addressing 'revenge porn.' Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2018.
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A. & Boyle, M. Credibility Effects of Disputed and Confirmed Information in Social Media News Memes. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic, May 2018.
- Wang, J., Wei, L., & Schmierbach, M. Effects of Avatars in Online Group Interactions: Self-disclosure, Group Conformity and Social Support. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic, May 2018.
- Molina, M. & Schmierbach, M. The Effects of Culture in Website Format Preference: The Role of Collectivism in Perceptions of Technology. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic, May 2018.
- Aviles, J. & Schmierbach, M. Do differences or similarities of user race and gender influence avatar evaluations? Paper presented at the annual meeting of the International Communication Association, San Diego, CA, May 2017.
- Luqui, L.R. & Schmierbach, M. Be a "defensive user": A study of opinion leaders on Chinese Weibo. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, August 2016.
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A. & Boyle, M. In Twitter we trust? Testing the credibility of news content from Twitter sources. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, August 2016.
- Aviles, J., Kumble, S., Schmierbach, M., Bailey, E., Waddell, F., Dardis, F., Huang, Y., Orme, S., Seeber, K., & Wu, M. Effects of music pacing in a nutrition game on flow, and explicit and implicit attitudes. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, August 2016.
- Schmierbach, M., Oeldorf-Hirsch, A., Appelman, A., & Boyle, M.P. Twitter me this: Does news media reliance on quoting from Twitter affect credibility and quality judgments? Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan, June 2016.
- Aviles, J. & Schmierbach, M. Exploring measurement tools of embodiment. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan, June 2016.
- Maisel, R., & Schmierbach, M. The boundaries of political tolerance: Evaluations of Mormon political candidates. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2015.
- Schmierbach, M. & Boyle, M.P. Probing the role of exemplars in third-person perceptions: Further evidence of a novel hypothesis. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2015.
- Dardis, F.E., Schmierbach, M., Sherrick, B., Waddell, F. & Aviles, J. Which Way to Go?: The Relative Effectiveness of Branded Advergates, Banner Ads, and Pre-Roll Ads on Brand Recall in Video Games. Paper presented at the annual meeting of the American Academy of Advertising, Chicago, IL, March 2015.

- Boyle, M.P. & Schmierbach, M. We're all in this together: Monitoring and collectivism as antecedents to third-person perceptions. Paper presented at the annual meeting of the International Communication Association, Seattle, WA, May 2014.
- Dardis, F., Schmierbach, M., Sherrick, B., & Luckman, B. The impact of videogame-induced affect and ad type on memory of in-game advertisements. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2013.
- Schmierbach, M., & Boyle, M. Explaining third-person perceptions: Comparing self-enhancement, social distance, exposure, normative fit, and exemplar-accessibility explanations. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2013.
- Ahern, L., & Schmierbach, M. Political identity as a moderator of third-person comedy news effects. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2013.
- Sherrick, B., Schmierbach, M., Waddell, T.F., Kim, K., & Dardis, F. In control of enjoyment: Gameplay difficulty, performance feedback, and the mediating effect of presence on video game enjoyment. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2013.
- Sherrick, B., & Schmierbach, M. The effects of evaluative reviews on market success in the video game industry. Paper presented at the annual meeting of the International Communication Association, London, UK, June 2013.
- Kim, K., Schmierbach, M., & Jung, E.H. It is not okay to hit a liked character: The effects of a player's affective state toward an opponent on the enjoyment of a violent game. Paper presented at the annual meeting of the International Communication Association, London, UK, June 2013. *Top three faculty paper.*
- Dardis, F.E., Schmierbach, M., Sherrick, B., & Fraustino, J.D. Pre-roll advertising in videogames: Effects on brand recall and attitudes. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2012.
- Oh, J., Chung, M-Y., & Schmierbach, M. The influence of video game controllers on game-player's self-awareness, sense of control and enjoyment. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2012.
- Kim, K., Woolley, J., Schmierbach, M. Fraustino, J.D., & Chung, M-Y. Get in the game: Customization, immersion, autonomy and enjoyment. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2012.
- Schmierbach, M., Sherrick, B., Wu, M. Fighting death: The effects of punitive difficulty on video game enjoyment, immersion and need satisfaction. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2012.
- Schmierbach, M., Chung, M-Y., Wu, M., & Kim, K. No one likes to lose: Game difficulty, motivation, immersion and enjoyment. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ, May 2012.
- Limperos, A.M. & Schmierbach, M. Exploring the relationship between exergame play experiences, enjoyment, and intentions for continued play. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ, May 2012.

- Dardis, F.E., Schmierbach, M., Ahern, L., Fraustino, J.D., Bellur-Thandaveshwara, S., Brooks, S., & Johnson, J. The Effects of In-Game Product Performance on Recall of and Attitudes toward the Real-World Brand. Paper presented at the annual meeting of the American Academy of Advertising, Myrtle Beach, SC, March 2012.
- Ash, E. & Schmierbach, M. The effects of gain and loss frames on perceptions of racial inequality. Paper presented at the annual meeting of the Association for Education in Journalism & Mass Communication, St. Louis, MO, August 2011.
- Yu, N. & Schmierbach, M. Do Wii enjoy playing with him or her? An investigation of the effects of avatar's gender on gaming experience. Paper presented at the annual meeting of the International Communication Association, Boston, MA, May 2011.
- Schmierbach, M. & Oeldorf-Hirsch, A. A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO, August 2010.
- Schmierbach, M., Xu, Q., & Boyle, M.P. The role of exemplification in shaping third-person perceptions and support for restrictions on video games. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO, August 2010.
- Dardis, F., & Schmierbach, M. The impact of control mechanism and game customization on videogame advertising effects. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO, August 2010. *Top three faculty paper.*
- Kegerise, A., Schmierbach, M., Ash, E., Hackenbracht, J., Limperos, A.L., & Woolley, J.K. Disposition dissonance: The impact of character disposition formation and outcome on video game enjoyment. Paper presented at the biennial meeting of the International Society for the Empirical Study of Literature and Media, Utrecht, Netherlands, July 2010.
- Oliver, M.B., Kegerise, A., Woolley, J.K., Limperos, A.M., Schmierbach, M., & Khoo, G.S. The experience of "moral emotions" across different entertainment formats. Paper presented at the biennial meeting of the International Society for the Empirical Study of Literature and Media, Utrecht, Netherlands, July 2010.
- Schmierbach, M., Xu, Q., Bellur-Thandaveshwara, S., Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. What do your friends say about you? Activist group evaluations in a social networking context. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.
- Schmierbach, M., & Boyle, M.P. Understanding issue-specific information seeking in an election context. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.
- Dardis, F., & Schmierbach, M. Effects of gaming system and interpersonal playing context on individuals' memory of in-game advertisements. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.
- Boyle, M.P., Schmierbach, M., & McLeod, D.M. Pre-existing factors or media effect? Understanding the third-person perception. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.
- Boyle, M.P., & Schmierbach M. Implications of perceived fairness and issue importance for media and interpersonal information seeking. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.

- Limperos, A., Schmierbach, M., Dardis, F., Kegersie, A., & Tamul, D. Gaming across Different Consoles: Exploring the Influence of Control Scheme on Game Player Enjoyment. Paper presented at the annual meeting of the International Communication Association, Chicago, IL, May 2009.
- Schmierbach, M., Boyle, M.P., Xu, Q., & McLeod, D.M. "I hate Jack Thompson." Exploring third-person differences between gamers and non-gamers. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2008.
- Schmierbach, M. & Boyle, M.P. Exploring media-induced information seeking: When does a news story cross from too little to too much? Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2008.
- Boyle, M.P. & Schmierbach, M. Do pictures matter? Effects of photographs on interest, information seeking and issue involvement. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2008. *Top three faculty paper.*
- Schmierbach, M., & Scharlau, C. "Killing spree": The effects of game mode and gender on violent cognitions. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2006.
- Schmierbach, M., & Butler, T. Is it more fun to kill other people? Exploring video game enjoyment in a variety of game modes. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2006.
- Boyle, M.P., & Schmierbach, M. What makes a protester? The role of mainstream and alternative media use in predicting traditional and protest forms of participation. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2006.
- Schmierbach, M. Taking games seriously: How explication and theory can improve video game research. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August, 2005.
- Schmierbach, M., & Boyle, M.P. Measuring media coverage of same-sex marriage. Paper presented at the annual meeting of the International Communication Association, New York, NY, May 2005.
- Boyle, M.P., & Schmierbach, M. Ideology, issues, and limited information: Implications for voting behavior. Paper presented at the annual meeting of the International Communication Association, New York, NY, May 2005.
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. Civic attachment in the aftermath of September 11. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Canada, August 2004.
- Schmierbach, M., Boyle, M.P., Cho, J., Armstrong, C.L., McCluskey, M.R., McLeod, D.M., Shah, D.V. Expressive responses to news stories about extremist groups. Paper presented at the annual meeting of the International Communication Association, New Orleans, LA, May 2004.
- Shah, D.V., Rojas, H., Cho, J., Keum, H., Schmierbach, M., & Gil de Zuniga, H. Encouraging reflection and participation around racial tolerance: A quasi-experiment of media consumption and citizen deliberation. Paper presented at the annual meeting of the American Association for Public Opinion Research, Phoenix, AZ, May 2004.
- Schmierbach, M., Cho, J., Keum, H., Rojas, H., Shah, D.V. & Eveland, W.P. The antecedents and consequences of online trust: Explaining support for censorship and filtering of Internet content. Paper

presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, MO, August 2003.

Shah, D.V., Schmierbach, M., Eveland, W.P., & Kwak, N. Election 2000, civic culture and media: Media mobilization and demobilization. Paper presented at the annual meeting of the American Association for Public Opinion Research, Nashville, TN, May 2003.

Schmierbach, M., Armstrong, C.L., Heather, M. Simplifying the measurement of cognitive complexity. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Miami Beach, FL, August 2001.

Shah, D.V., Schmierbach, M., Hawkins, J., Espino, R., Donovan, J., & Chung, S. Untangling the ties that bind: Non-recursive models of Internet use and engagement in public life. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2001. *Top three faculty paper.*

Shah, D.V., Kwak, N., Schmierbach, M., & Zubrick, J. Individual losses and societal gains: Interactive framing effects on the activation of mental models. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Phoenix, AZ, August 2000. *Top three faculty paper.*

Schmierbach, M. A systematic approach to analyzing the structure of news texts. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, LA, August 1999.

## INVITED TALKS AND PANEL PRESENTATIONS

“Losing Mass: Considerations on Whether ‘Media’ Better Reflects Mass Communication Scholarship in the Present Era,” part of panel *The Evolution of Mass Communication: Adapting Research to a Fragmented Media Landscape and Digital Future* sponsored by the Mass Communication division of the International Communication Association, June 2025, Denver, CO.

“Publish and Prevail: How to Find Success in the Peer Review Process,” Offsite workshop on *Identity and Wellness for Graduate Students and Early Career Faculty* sponsored by the Public Relations Division and the Commission on Graduate Education of the Association for Education in Journalism and Mass Communication, August 2023, Washington, DC.

“Advanced and Emerging Research Methods in the Publication Process,” PF&R panel sponsored by the Communication Theory and Methodology and Magazine Media divisions of the Association for Education in Journalism and Mass Communication, August 2021, virtual meeting.

“The psychology of fun and games.” Keynote address, Laurel Highlands Communication Conference, Indiana University of Pennsylvania, November 2, 2012.

“The Challenge of Studying Difficulty: Exploring Objective and Perception-Based Measures of Game Difficulty and their Implications for Education.” Part of “Stones Left Unturned: Underexplored and Emerging Topic and Factors in Research on Social Effects of Video Games,” PF&R panel sponsored by Communication Technology and Mass Communication and Society Divisions, Association for Education in Journalism and Mass Communication, in August 2014, Montreal, QC.

## GRANTS

### *Grants received as principal investigator*

Summer research support, Pennsylvania State University, College of Communications. (\$3250), summer 2019. “Statistical numeracy and polling literacy amount news readers.” Collaborative project with

Alyssa Appelman studying the effects of errors and incomplete information in polling stories on audience perceptions.

Faculty Research Award, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (\$10,000), 2016. Funded investigation of strategies for increasing interest in and support of media literacy campaigns; co-investigator Michael Boyle.

Graduate student summer support research grant, Pennsylvania State University, College of Communications (\$3000), 2015. Funded student assistance for experimental research and scale development on avatar customization in gaming.

President's Fund for Research, Pennsylvania State University, College of Communications. (\$500), spring 2011. Funded undergraduate assistance on research project focusing on game difficulty, customization, enjoyment and ad recall.

Graduate student summer support research grant, Pennsylvania State University, College of Communications (\$1000), 2010. Funded student assistance for experimental study on exergaming.

Graduate student summer support research grant, Pennsylvania State University College of Communications (\$1200), 2009. Funded student assistance in content analysis of popular video game content.

New faculty development grant, College of Charleston (\$2500), 2005. Funded investigation of same-sex marriage media content and community survey of activists in Wichita, KS.

#### ***Grants in which I assisted principal investigator***

Wisconsin Public Television/National Center for Outreach in support of "Community Engagement through Public Television: Innovations in the Development and Measurement of Social Capital" (\$21,000), 2002-2003. Principle investigator: Dhavan V. Shah. Report: 'Coming Together' Around 'Two Towns of Jasper': A Field Assessment of Outreach. Dhavan V. Shah, Jaeho Cho, Heejo Keum, Hernando Rojas, So-Hyang Yoon, Mike Schmierbach, and Homero Gil De Zuniga, May 15, 2003.

Ford Foundation through Benton Foundation/Digital Media Forum in support of "'Connecting' and 'Disconnecting' with Civic Life" (\$60,000), 2000. Principle investigator: Dhavan V. Shah. Report: Digital Media in America: Practices, Preferences and Policy Implications. Dhavan V. Shah, Nojin Kwak and Mike Schmierbach, November 20, 2000.

#### **ACADEMIC SERVICE**

Senior editor, Oxford Research Encyclopedia in Communication, communication and gaming area, 2022-

Member, Subcommittee on Program Review and Evaluation, Pennsylvania State University Graduate School, 2022-

Member, college tenure and promotion committee, 2024-2025.

Editor, *Mass Communication & Society*, 2021-

Reviewer, Mass Communication and Society division grant proposals, 2021-

Course coordinator, Media and the Public, Pennsylvania State University, 2008-

Coordinator, Video Game Research Group, Pennsylvania State University, 2007-

Member, graduate committee, Pennsylvania State University College of Communications, 2008-2011, 2022-2024

Member, curriculum committee, Pennsylvania State University College of Communications, 2011-2023

Member, departmental tenure and promotion committee, Pennsylvania State University College of Communications, 2023-2024.

Chair, college tenure and promotion committee, Pennsylvania State University College of Communications, 2022-2023.

Member, academic integrity committee, Pennsylvania State University College of Communications, 2020-2022.

Member, Pockrass Lecture committee, Pennsylvania State University Department of Film Production and Media Studies, 2020-2022.

Member, advisory committee, Film Production and Media Studies chair search, Pennsylvania State University College of Communications, 2021.

Reviewer, AEJMC Emerging Scholars grant proposals, 2018-2020.

Editor-elect, *Mass Communication & Society*, 2020.

Course coordinator, Mass Communication Research, Pennsylvania State University, 2008-2020.

Board member, Daily Collegian board of directors, 2016-2019

Member, assessment committee, Pennsylvania State University College of Communications, 2017-2018

Member, Graduate Council Joint Curricular Committee, 2016-2018

Editor, special issue on the 2016 elections, *Mass Communication & Society*, 2017-2018.

Associate Editor, *Mass Communication & Society*, 2016-2017

Member, executive board (elected position), Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2010-2015.

Division co-head, Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2014-2015.

Division co-vice head and programing chair, Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2013-2014.

Member, search committee, international communication position, Pennsylvania State University, Department of Film-Video/Media Studies, 2013-2014.

Convening member, tenure and promotion departmental committee, Pennsylvania State University, College of Communications, 2013.

Research co-chair, Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2012-2013.

Member, ad hoc committee on electronic review process, Pennsylvania State University College of Communications, 2011-2012.

Membership and recruitment chair, Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2011-2012.

Barrow Scholarship chair, Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2010-2012, 2013-2014.

Teaching chair, Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2010-2011.

Judge, Tankard Book Award competition, Association for Education in Journalism and Mass Communication, 2011.

Member, learning assessment committee, Media Studies department, Pennsylvania State University, 2010-2011.

Newsletter editor, Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication, 2008-2010.

Consultant and essayist, Public Issues Forum of Centre County: "Violent kids — Can we change the future?" 2010.

Consultant to Marolyn Morford, psychologist participating with the Pennsylvania Task Force on Violent Interactive Games, 2008.

Member, ad hoc committee on alternative course delivery, College of Charleston, 2006.

Member, assessment and basic course committee, Department of Communication, College of Charleston, 2005-2007.

Member, search committee, political communication position, Department of Communication, College of Charleston, 2005.

Member of the following graduate committees:

#### MA

Sukainah Aldarweesh (chair, IUG)  
Michelle Asmara (IUG) — Graduated 2012  
Yiting Chai (chair) — Graduated 2019  
David DeFulius — Graduated 2011  
Magdalayna Drivas (co-chair) — Graduated 2022  
Anne Dooley (chair) — Graduated 2022  
Ariel Johnson (chair) — Graduated 2014  
Ruobing Li — Graduated 2014  
Elise Stevens (chair) — Graduated 2013  
Lewen Wei — Graduated 2017  
Kristin Winiarski (IUG) — Graduated 2013  
Qing Xu (chair) — Graduated 2022  
Zhiyao Ye — Graduated 2014

#### Ph.D.

Yilan Guo (chair)  
Hui Min Lee



Yansheng Liu  
 Alex Paloma  
 Zhixin Pu (chair)  
 Jose Aviles (chair) — Graduated 2017  
 Alyssa Appelman (chair) – Graduated 2015  
 Saras Bellur — Graduated 2012  
 Spencer Bennett (chair) — Graduated 2024  
 David Brinker (outside member) — Graduated 2017  
 Cheng Chen — Graduated 2022  
 Zicheng Cheng — Graduated 2024  
 Eugene Cho — Graduated 2021  
 Olivia Cohen — Graduated 2022  
 Carlina DiRusso — Graduated 2021  
 Sara Erlichman (chair) — Graduated 2022  
 Andrew Gambino (chair) — Graduated 2021  
 Jiangxue (Ashley) Han – Graduated 2016  
 Yan Huang — Graduated 2017  
 Jennifer Hoewe – Graduated 2015  
 Sarah Jackson (outside member) — Graduated 2024  
 Haiyan Jia — Graduated 2014  
 Jin Kang — Graduated 2020  
 Karina Kim — Graduated 2015  
 Nahyun Kim — Graduated 2022  
 Guan-Soon Khoo — Graduated 2012  
 Maria Molina — Graduated 2020  
 Meng Qi Lao — Graduated 2024  
 Jason Lee (outside member) — Graduated 2014  
 Anthony Limperos — Graduated 2011  
 Bingjie Liu — Graduated 2020  
 Anne Oeldorf-Hirsch — Graduated 2011  
 Jeeyun Oh — Graduated 2013  
 Ryan Rogers (UNC — external member) — Graduated 2013  
 Erika Solis — Graduated 2025  
 Drew Shade — Graduated 2014  
 Ruosi Shao (chair) — Graduated 2022  
 Brett Sherrick — Graduated 2015  
 Ryan Tan (co-chair) — Graduated 2023  
 Jinping Wang — Graduated 2020  
 Ryan Wang — Graduated 2023  
 Lewen Wei (chair) — Graduated 2021  
 Mu Wu — Graduated 2016  
 Qian Xu — Graduated 2010  
 Guolan Yang — Graduated 2020  
 Eunice Yoo (outside member) — Graduated 2014  
 Bingbing Zhang (co-chair) — Graduated 2023  
 Bo Zhang – Graduated 2015

Reviewer for the following publications, conferences and grant agencies:

American Behavioral Scientist  
 Chinese Journal of Communication  
 Communication and the Public  
 Communication Education  
 Communication Methods and Measures  
 Communication Research Reports

Communication Research  
 Communication Quarterly  
 Communication Theory  
 Communication Yearbook  
 Computers in Human Behavior  
 Cyberpsychology, Behavior, and Social Networking  
 Digital Journalism  
 Entertainment Computing  
 Games for Health  
 Human Communication Research  
 International Journal of Communication  
 International Journal of Human-Computer Interaction  
 International Journal of Politics, Culture, and Society  
 International Journal of Public Opinion Research  
 Journal of Advertising  
 Journal of American College Health  
 Journal of Applied Communication Research  
 Journal of the Association for Information Science and Technology  
 Journal of Broadcasting & Electronic Media  
 Journal of Business Research  
 Journal of Children and Media  
 Journal of Communication  
 Journal of Computer-Mediated Communication  
 Journal of Consumer Marketing  
 Journal of Interactive Advertising  
 Journal of Interactive Marketing  
 Journal of Media Psychology  
 Journal of Politics  
 Journalism & Mass Communication Quarterly  
 Journalism Practice  
 Mass Communication & Society  
 Media Psychology  
 Personality and Social Psychology Bulletin  
 PLOS-One  
 Political Behavior  
 Politics  
 Psychological Reports  
 Psychology of Popular Media  
 Public Opinion Quarterly  
 Review of Communication  
 Review of Communication Research  
 SAGE Open  
 Social Media and Society  
 Telematics and Informatics  
 Transactions on Social Computing  
 Association for Education in Journalism and Mass Communication  
 International Communication Association  
 American Academy of Advertising  
 Time-sharing Experiments in the Social Sciences

Discussant for the following sessions at academic conferences

Best of the Best: Mass Communication and Society Division Top Paper Session, Mass Communication  
 and Society division of the Association for Education in Journalism and Mass Communication,  
 August 2024, Philadelphia, PA.

Best of CTAM, Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2024, Philadelphia, PA.

Best of Mass Communication & Society, Mass Communication and Society division of the Association for Education in Journalism and Mass Communication, August 2023, Washington, DC.

Best of MC&S, Mass Communication and Society division of the Association for Education in Journalism and Mass Communication, August 2022, Detroit, MI.

Making Decisions in/with Games, Game Studies division of the International Communication Association, May 2022, Paris, France.

Best of MC&S, Mass Communication and Society division of the Association for Education in Journalism and Mass Communication, August 2021, virtual conference.

Advances in Media Research, Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2020, virtual conference.

New Perspectives on Methods, Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2019 in Toronto, ON.

Partisans and Media Effects, Mass Communication and Society division of the Association for Education in Journalism and Mass Communication, August 2019 in Toronto, ON.

Best of CT&M, Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2018 in Washington, DC.

Entertainment and Soft News, Political Communication Interest Group of the Association for Education in Journalism and Mass Communication, August 2016 in Minneapolis, MN.

All Things Social Media, Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, August 2016 in Minneapolis, MN.

Media Psychology II, Communication Technology division of the Association for Education in Journalism and Mass Communication, August 2016 in Minneapolis, MN.

News, Media Use and Politics, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, August 2015 in San Francisco, CA.

Measurement Challenges in Communication Research, Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, August 2015 in San Francisco, CA.

Media and Political Participation, Political Communication Interest Group of the Association for Education in Journalism and Mass Communication, August 2014 in Montreal, QC.

Is it a Theory Yet? Media Framing, Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2014 in Montreal, QC.

Top faculty papers in Communication Technology, Communication Technology division of the Association for Education in Journalism and Mass Communication, August 2014 in Montreal, QC.

Mediators of Media Effects, Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2013 in Washington, DC.

Social Contexts and Consequences of Games, Game Studies interest group, International Communication Association, June 2013 in London, UK.

[Unnamed scholar to scholar session], Mass Communication and Society division of the Association for Education in Journalism and Mass Communication, August 2012 in Chicago, IL.

Emotion, Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2012 in Chicago, IL.

Understanding the Player Experience: Attention, Immersion, Flow and Enjoyment, Game Studies interest group, International Communication Association, May 2012 in Phoenix, AZ.

Theory and Methodology. Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication, August 2010 in Denver, CO.

[Unnamed scholar to scholar session], Mass Communication and Society division of the Association for Education in Journalism and Mass Communication, August 2010 in Denver, CO.

Youth, Communication and Politics. Mass Communication and Society division of the Association for Education in Journalism and Mass Communication, August 2009 in Boston, MA.

Member, editorial board, *Journal of Interactive Marketing*, 2024-

Member, editorial board, *Journal of Media Psychology*, 2023-

Member, editorial board, *Journal of Interactive Advertising*, 2019-

Member, editorial board, *Journal of Computer-Mediated Communication*, 2013-

Member, editorial board, *Mass Communication & Society*, 2009-

Member, editorial board, *Review of Communication Research*, 2013-2023

Member, editorial board, *Psychology of Popular Media*, 2019-2020

Member, advisory board, *Annual Editions: Mass Media*, 2006-2008.

## **AWARDS AND HONORS**

“Rock star” reviewer, Game Studies division, International Communication Association, 2021 conference

Top reviewer, Mass Communication & Society division, Association for Education in Journalism and Mass Communication, 2020 conference.

Dean’s excellence award: Research and Creative Accomplishments. College of Communications, Pennsylvania State University. 2017.

Reviewer of the year, Mass Communication & Society, 2014.

Graduate fellowship, University of Wisconsin-Madison, 1998.

*Summa cum laude*, University of Oregon, 1998.

Phi Beta Kappa, 1998.

William Gurney Award for Outstanding Senior Man, School of Journalism, University of Oregon, 1998.