

MIKE SCHMIERBACH

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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

Associate professor, Pennsylvania State University, 2013-. 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.

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

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. (2015). *Applied Communication Research Methods: Everything You Need to Get Started*. Routledge.

JOURNAL ARTICLES AND BOOK CHAPTERS

Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A. & Boyle, M.P. For the birds: Media sourcing, Twitter, and the minimal effect on audience perceptions. *Convergence: The International Journal of Research into New Media Technologies*. In press.

Appelman, A. & Schmierbach, M. Make no mistake? Exploring cognitive and perceptual effects of grammatical errors in news articles. *Journalism & Mass Communication Quarterly*. In press.

Schmierbach, M. Interactive content, analysis of. In Matthes, J. (ed.) *International Encyclopedia of Communication Research Methods*. In press.

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.

Sherrick, B., & Schmierbach, M. (2016). The Effects of Evaluative Reviews on Market Success in the Video Game Industry. *The Computer Games Journal*, 5(3-4), 185-194.

- Limperos, A. M., & Schmierbach, M. (2016). Understanding the Relationship Between Exergame Play Experiences, Enjoyment, and Intentions for Continued Play. *Games for health journal*, 5(2), 100-107.
- 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.
- 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, 313-334.
- 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*. New York, NY: 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, 105-110.
- 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, 526-542.
- 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, 230-246.
- Ash, E. & Schmierbach, M. (2013). The effects of gain and loss frames on perceptions of racial inequality. *Howard Journal of Communication*, 24, 38-56.
- 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, 364-369.
- 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, 356-371.
- 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, 672-694.
- 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, 317-337.
- 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, 1-12.
- 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, 432-453.
- Dardis, F., & Schmierbach, M. (2012). Effects of multiplayer videogame contexts on individuals' recall of in-game advertisements. *Journal of Promotion Management*, 18, 42-59.

- 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, 345-350.
- Schmierbach, M., Boyle, M.P., Xu, Q., & McLeod, D.M. (2011). Exploring third-person differences between gamers and non-gamers. *Journal of Communication*, 61, 307-327.
- Schmierbach, M. (2010). "Killing spree": The effects of game mode and gender on violent cognitions. *Communication Research*, 37, 256-274.
- Schmierbach, M. (2009). "Content analysis of video games: Challenges and potential solutions." *Communication Methods and Measures*, 3, 147-172.
- 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, 1-17.
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2008). Understanding media effects perceptions: Comparing four common analytical approaches in third-person research. *Mass Communication and Society*, 11, 492-513.
- Boyle, M.P., Schmierbach, M., & McLeod, D. (2007). Ideology, issues, and limited information: Implications for voting behavior. *Atlantic Journal of Communication*, 15, 284-302.
- 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, 461-483.
- 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, 271-288.
- Schmierbach, M. (2005). The influence of methodology on journalists' assessments of social science research. *Science Communication*, 26, 269-288.
- Schmierbach, M., Boyle, M. P., McLeod, D. M. (2005). Civic attachment in the aftermath of September 11. *Mass Communication and Society*, 8, 323-346.
- 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, 93-110.
- 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, 374-390.
- 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, 155-167.
- Shah, D. V., Kwak, N., Schmierbach, M., Zubrick, J. (2004). The interplay of news frames on cognitive complexity. *Human Communication Research*, 30, 102-120.

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, 964-987.

CONFERENCE PAPERS

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 Advergimes, 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 annual conference, 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

“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

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

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

Member, Graduate Council Joint Curricular Committee, 2016-

Board member, Daily Collegian board of directors, 2016-

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

Course coordinator, Media and the Public & Mass Communication Research, Pennsylvania State University, 2008-

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

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.

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

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.

Participant, GSIC “Inside the teacher’s studio” panel on teaching, fall 2007.

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

Yiting Chai (adviser)
Michelle Asmara (IUG) — Graduated 2012
David DeJuliis — Graduated 2011
Ariel Johnson (adviser) — Graduated 2014
Ruobing Li — Graduated 2014
Elise Stevens (adviser) — Graduated 2013
Lewen Wei — Graduated 2017
Kristin Winiarski (IUG) — Graduated 2013
Zhiyao Ye – Graduated 2014

Ph.D.

Eugene Cho
Sara Erlichman
Jin Kang
Bingjie Liu
Maria Molina
Jinping Wang
Lewen Wei (adviser)
Guolan Yang
Jose Aviles (adviser) — Graduated 2017
Alyssa Appelman (adviser) – Graduated 2015
Saras Bellur — Graduated 2012
David Brinker (outside member) — Graduated 2017
Jiangxue (Ashley) Han – Graduated 2016
Yan Huang — Graduated 2017
Jennifer Hoewe – Graduated 2015
Haiyan Jia — Graduated 2014
Karina Kim — Graduated 2015
Guan-Soon Khoo — Graduated 2012
Jason Lee (external member) — Graduated 2014
Anthony Limperos — Graduated 2011
Anne Oeldorf-Hirsch — Graduated 2011
Jeeyun Oh — Graduated 2013
Ryan Rogers (UNC — external member) — Graduated 2013
Drew Shade — Graduated 2014
Brett Sherrick — Graduated 2015
Mu Wu — Graduated 2016
Qian Xu — Graduated 2010
Eunice Yoo (external member) — Graduated 2014
Bo Zhang – Graduated 2015

Reviewer for the following publications, conferences and grant agencies:

Chinese Journal of Communication
Communication and the Public
Communication Education
Communication Methods and Measures
Communication Reports
Communication Research
Communication Theory
Communication Yearbook
Computers in Human Behavior
Cyberpsychology, Behavior, and Social Networking
Entertainment Computing
Games for Health
Human Communication Research
International Journal of Communication
International Journal of Politics, Culture, and Society
International Journal of Public Opinion Research
Journal of Advertising
Journal of Applied Communication Research
Journal of Broadcasting & Electronic Media
Journal of Children and Media
Journal of Communication
Journal of Computer-Mediated Communication
Journal of Media Psychology
Journalism & Mass Communication Quarterly
Mass Communication & Society

Media Psychology
PLOS-One
Political Behavior
Psychology of Popular Media
Public Opinion Quarterly
Review of Communication
Review of Communication Research
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

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 Computer-Mediated Communication*, 2013-

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

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

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

AWARDS AND HONORS

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.