

# Heather Shoenberger

Assistant Professor of Advertising  
Donald P. Bellisario College of Communications  
The Pennsylvania State University  
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## EDUCATION

2014 **Ph.D. in Journalism**

University of Missouri, School of Journalism, Columbia, MO

2006 **Juris Doctorate**

University of Missouri, School of Law, Columbia, MO

2006 **Master of Arts in Journalism**

University of Missouri, School of Journalism, Columbia, MO

2002 **Bachelor of Arts**

- Drury University, Springfield, MO
- Focus: Psychology (major), Creative Writing (major) and Global Studies (minor)

## Academic Appointments

Assistant Professor, Pennsylvania State University, 2018 to present  
Assistant Professor, University of Oregon, 2014-2017

## PUBLISHED PAPERS

[P21] Tan, R.\*, **Shoenberger, H.**, Cong, W.\*, and Mahdavi, M. (accepted June 2022). Understanding the structural components behind the psychological effects of the autonomous sensory meridian response (ASMR) with machine learning and experimental methods. *Journal of Media Psychology*.

[P20] Kim, E., **Shoenberger, H.**, Kwon, E., and Ratneshwar, S. (2022). A narrative approach for overcoming the message credibility problem in green advertising. *Journal of Business Research*, 147, 449-461.

[P19] **Shoenberger, H.** and Kim, E. (2022). Explaining purchase intent via expressed

reasons to follow an influencer, perceived homophily, and perceived authenticity. *International Journal of Advertising*, 1-16.

- [P18] Conlin, J.\*, Baker, M., Zhang, B.\*, **Shoenberger, H.**, & Shen, F. (2022). Facing the Strain: The Persuasive Effects of Conversion Messages on COVID-19 Vaccination Attitudes and Behavioral Intentions. *Health Communication*, 1-11.
- [P17] Wei, L\*., Yang, G.\* , **Shoenberger, H.** and Shen, F. (2021). Interacting with Social Media Ads: Effects of Carousel Advertising and Message Type on Health Outcomes. *Journal of Interactive Advertising*.
- [P16] Kim, E., **Shoenberger, H.** and Sun, Y.\* (2021). Sponsored Instagram Posts and the Role of Materialism, Hedonic Enjoyment, Perceived Trust, and Need to Belong. *Social Media + Society*.
- [P15] **Shoenberger, H.**, Kim, E. and Sun, Y.\* (2021). Advertising During Covid-19: Exploring Perceived Brand Message Authenticity and Potential Psychological Reactance. *Journal of Advertising*.
- [P14] Zhang, B.\* , and **Shoenberger, H.** (2021). How Does Facebook Use for Politics Motivate Unfriending and Muting? The Role of Joy on Opinion Self-disclosure After Unfriending. *Journal of Social Media and Society*.
- [P13] **Shoenberger, H.** and Kim, E. and Johnson, E. (2020). Role of Perceived Authenticity of Digital Modification of Model Images on Brand Attitudes, Social Media Engagement. *Journal of Interactive Advertising*. 10.1080/15252019.2020.1840459
- [P12] Johnson, E., Rothermich, K. and **Shoenberger, H.** (2020) I'll have what she's having: Parasocial communication via social media influences on risk behavior. *Journal of Social Media and Society*.
- [P11] **Shoenberger, H.**, Kim, E. & Johnson, E. (2019) "#BeingReal?: Exploring Effects of Perceived Authenticity Of Instagram Models on Aad, Buying Intentions." *Journal of Advertising Research*.
- [P10] **Shoenberger, H.** & Kim, E. (2018) "Product Placement as Leveraged Marketing Communications: The Role of Wishful Identification, Brand Trust, and Brand Buying Behaviors." *International Journal of Advertising*.  
Doi: 10.1080/02650487.2017.1391678
- [P9] Keene, J., **Shoenberger, H.**, Berke, C. & Bolls, P. (2017) Survival Politics! A test of the relationship between biologically rooted motivational processes, political ideology and preferences for accessing news. *Politics and the Life Sciences*.
- [P8] **Shoenberger, H.** & Rodgers, S. (2017). "Perceived Health Reporting

Knowledge and News Gathering Practices of Health Journalists and Editors at Community Newspapers," *Journal of Health Communication*.  
doi:10.1080/10810730.2016.1266715.

- [P7] McNealy, J. & **Shoenberger, H.** (2016). "Reexamining Privacy-Promising Technologies," *Tulane Journal of Technology & Intellectual Property*, 19.
- [P6] Johnson, E., Len-Rios, M., **Shoenberger, H.**, & Han, K. (2016). A fatal attraction: The effect of TV viewing on smoking initiation in young women. *Communication Research*.
- [P5] Sukalla, F., **Shoenberger, H.**, & Bolls, P. (2015). Surprise! An Investigation of Orienting Responses to Test Assumptions of Narrative Processing. *Communication Research*.
- [P4] Thorson, E., **Shoenberger, H.**, Karaliova, T., Kim, E., & Fidler, R. (2015). News Use of Mobile Media: A Contingency Model. *Mobile Media and Communication*.  
\* *Lead article*.
- [P3] Ferrucci, P., **Shoenberger, H.**, & Schauster, E.. (2014). It's a Mad, Mad, Mad Ad World: A feminist critique of Mad Men. *Women's Studies International Forum*.
- [P2] **Shoenberger, H.**, & Tandoc, E. (2014). Updated Statuses: Understanding Facebook Use Through Explicit and Implicit Measures of Attitudes and Motivations. *Online Journal of Communication and Media Technologies*.
- [P1] Sableman, M., **Shoenberger, H.**, Thorson, E. (2013). Consumer Attitudes Toward Relevant Online Behavioral Advertising: Crucial Evidence in the Data Privacy Debates. *Media Law Resource Center Bulletin*.

"\*"denotes graduate student author

## INVITED BOOK CHAPTERS

- [B1] Shoenberger, H. (2016) "Behavioral Advertising and the Ethics of Privacy."  
In: Persuasion Ethics. Duffy, M. & Thorson, E. (eds). Routledge, NYC.
- [B2] Shoenberger, H. (2017) "Targeted Digital Advertising and Privacy."  
In: Digital Advertising and Theory. Rodgers, S. & Thorson, E. (eds). Routledge, NYC.

## RESEARCH IN PROGRESS

- [RP1] The Bell Has Been Rung: Short- and Long-term Effects of Social Media-Based Political Ads with Fuyuan Shen. Stimuli creation and study design stage.

- [RP2] Are They Virtual Signaling? The Influence of Perceived Authenticity of #Black Live Support on Buying Intention and Attitude towards Cooperation with Erika Johnson and Bingbing Zhang. Analysis stage.
- [RP3] Brand Activism and Authenticity with Bingbing Zhang and Dr. Fuyuan Shen. Study one completed and presented at ICA 2022. Second study in process.
- [RP4] Exploring branding in the metaverse. Study design phase with Ryan Tan, Sky E, and Dr. Fuyuan Shen.
- [RP5] Virtual influencers and advertising with Rachel Peng, Dr. Jason Freeman, Dr. Fuyuan Shen. Study design phase.
- [RP6] Virtual influencers, authenticity and body image with Dr. Anna Kim. Data collection scheduled.

## REFEREED CONFERENCE PAPERS

- [C1] Tandoc, E. & Shoenberger, H. (2011). *The world cares: What fantasy themes appear on Facebook status updates?* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.
- [C2] Tandoc, E. & Shoenberger, H. (2011). *Freedom of the press and the pursuit of happiness.* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.
- [C3] Bolls, P., Shoenberger, H., Schillinger, D., Almond, A. (2011). *The relationship between motivation activation and social media.* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.
- [C4] Shoenberger, H., Sableman, M. & Thorson, E. (2012). *Invasive or Helpful?: Consumer Perceptions of Behavioral Targeting.* Presented at the American Academy of Advertising pre-conference. Myrtle Beach.
- [C5] Ferrucci, P., Shoenberger, H., Schauster, E. (2012). *It's a Mad, Mad Ad World: A Feminist Critique of Mad Men.* Paper presented at the International Communication Association conference. Phoenix.
- [C6] Shoenberger, H. & Tandoc, E. (2012). *Status Update: Understanding Facebook Use Through Explicit and Implicit Measures of Attitudes and Motivations.* Paper presented at the International Communication Association conference. Phoenix.
- [C7] Shoenberger, H., Tandoc, E. (2012). *Attention Please: Why Facebook Use is not Enough to Make People Buy from Facebook Ads.* Paper presented at the Association for Education in Journalism and Mass Communication conference. Chicago.

- [C8] Tandoc, E. & Shoenberger, H. (2012). *What's on Your Mind? What Facebook Users Disclose in their Status Updates and Why*. Paper presented at the Association for Education in Journalism and Mass Communication conference. Chicago.
- [C9] Shoenberger, H., Sableman, M. & Thorson, E. (2013). *Ads Made For Me?: Consumer Attitudes Toward Relevant Online Behavioral Advertising*. Presented at the American Academy of Advertising conference. Albuquerque.
- [C10] Bolls, P., Shoenberger, H., & Almond, A. (2013). *Biological-based Motivational Differences in Perceptions of Assessing News with Mobile Devices and Social Engagement with Online News*. Presented at the International Communication Association conference. London, England.
- [C11] Sukalla, F. & Shoenberger, H. (2013). *Orienting Responses to Expectation Violations in Narrative Processing*. Presented at the 2013 ICA pre-conference. Communication Science: Evolution, Biology and Brains in London, England.
- [C12] Kim, E., Thorson, E., Duffy, M. & Shoenberger, H. (2013). *Three Patterns of News Use In College Students*. Presented at the Association for Education in Journalism and Mass Communication conference. Washington D.C.
- [C13] Shoenberger, H. & Sukalla, F. (2013). *Trust, Happiness and the Watch-Dog: Social Trust in the Context of a Free Press*. Presented at the Association for Education in Journalism and Mass Communication conference. Washington D.C.
- [C14] Shoenberger, H. & Thorson, E. (2014). *Prediction of Perceived Online Shopping Benefits and Risks for Trust and Knowledge of Targeting*. Presented at the American Academy of Advertising Annual Conference in Atlanta, Ga.
- [C15] Sukalla, F., Shoenberger, H., & Bolls, P. (2014). *Violating Viewers' Expectations During Narrative Processing*. Presented at the International Communication Association's Annual Conference. Seattle, Washington.
- [C16] Thorson, E., Eunjin, E., Kwon, E., & Shoenberger, H. (2014). *Development of an Other Minds Confidence Scale for Advertising*. Presented at the Association for Education in Journalism and Mass Communication conference. Montreal, Canada.
- [C17] Shoenberger, H. & Rodgers, S. (2014). *Journalist's Perceived Knowledge and Use of Heuristics in Selecting Sources and Story Ideas for Health News Reporting*. Presented at the Association for Education in Journalism and Mass Communication conference. Montreal, Canada.
- [C18] Johnson, E., Hong, S., Shoenberger, H. (2015). *Viral information: How*

distortion about Ebola can impact processing and beliefs on Twitter. Presented at the International Communication Association Annual Conference. Puerto Rico.

- [C19]** Hong, S., Johnson, E., Shoenberger, H. & Clayton, R. (2015). Beyond Ferguson: Implicit impacts of source characteristics on crisis attribution. Presented at the International Communication Association Annual Conference. Puerto Rico.
- [C20]** Shoenberger, H., Sukalla, F., & Johnson, E (2015). Let's Give Them Something To Talk About: Predicting Social Media Engagement, Peer Engagement From Favorite TV Character Perceived Personality Attributes. Presented at the International Communication Association Annual Conference. Puerto Rico.
- [C21]** Shoenberger, H., Johnson, E (2015). Somewhere I Belong: An Exploration of Favorite Character Attributes and Their Predictions of Consumer Behavior. Presented at the American Academy of Advertising Annual Global Conference. New Zealand.
- [C22]** Shoenberger, H., Leshner, G., Thorson, E. (2016). Through the Truth Goggles: An Experimental Investigation of Perceived Credibility and Quality With The Use of A Fact-Checking Prototype. Presented at the International Communication Association Annual Conference. Fukuoka, Japan.
- [C23]** Shoenberger, H. (2016). Memories from a Binger: An Experimental Investigation of Viewing Experience and the Impact on Product Placement Recall. Presented at the International Communication Association Annual Conference. Fukuoka, Japan.
- [C24]** McNealy, J. & Shoenberger, H. (2016). The platform decides the posting: Information sharing stratification on social media. Presented at TPRC. Washington, DC.
- [C25]** Shoenberger, H. & Kim, E. (2017). How Branded Entertainment Can Work for Advertisers: The Role of Wishful Identification and Fictional Character Traits on Buying Behaviors. To be presented at the American Marketing Association Winter Conference, Orlando, FL.
- [C26]** Shoenberger, H. & Dahmen, N. (2017). The Role of Perceived Authenticity of a Model's Image in Social Media Ad Campaign on Body Image, Social Media Engagement. To be presented at the American Academy of Advertising Annual Conference, Boston, MA.
- [C27]** Shoenberger, H., Kim, E., Johnson, E., Dahmen, N. (2017). #Authenticity In Ads: Exploring Effects of Perceived Authenticity, Model Size, and Social Cues on Body Image State, Social Media Engagement. Presented at the International Communication Association Annual Conference, San Diego.

- [C28]** Davis, D., Shoenberger, H., & Pope, W. (2017). If a Tree Falls in a Forest: Experimental Investigation of Level of Immersion in a PSA and Resulting Pro-Social Behavior. Presented at the International Communication Association Annual Conference, San Diego.
- [C29]** Shoenberger, H., Kim, E, Johnson (2018). #BeingReal?: Exploring Effects of Perceived Authenticity Of Instagram Models on Aad, Buying Intentions. To be presented at the American Academy of Advertising, NYC.
- [C30]** Kim, E., Muralidharan, S., Shoenberger, H. (2018). Not All Narratives Are Equally Effective: Exploring Factors Affecting Variations in Persuasion across Narrative Ads. To be presented at the International Communication Association Annual Conference, Prague, Czech Republic.
- [C31]** Shoenberger, H., Skowron, E., Thorson, E. (2018). Reaching Parents At Risk For Child Maltreatment: An Interdisciplinary Experimental Investigation of PSA Type and Level of Self-Regulation. To be presented at the International Communication Association Annual Conference, Prague, Czech Republic.
- [C32]** Shoenberger, H., Kim, E, Johnson (2018). #BeautyBeyondSize: The effect of plus-sized Instagram models on body image and engagement. To be presented at the International Communication Association Annual Conference, Prague, Czech Republic.
- [C33]** Shoenberger, H. and Kim, E. (2018). Exploring Effects of Perceived Authenticity of Instagram Models on Aad and Buying Intentions. Paper to be presented at Association for Consumer Research, Dallas, TX.
- [C34]** Kim, E., Muralidharan, S., Shoenberger, H. (2019). Under What Circumstances Are Narrative Ads Most Effective? Presented at the American Academy of Advertising Annual Conference, Dallas, TX.
- [C35]** Johnson, E. and Shoenberger, H. (2019). Do you even lift bro? Health effects of athletic imagebased ads for a fitness app, Paper to be presented at the International Communication Association Annual Conference, Washington, D.C.
- [C36]** Shoenberger, H, Sukalla, F., Tan, R. (2019). Predicting Parasocial Relationships, Binge Watching and Social Media Engagement from Favorite TV Character Perceived Personality Attributes. Presented at the annual AEJMC conference in Toronto, Canada.
- [C37]** Shoenberger, H. and Johnson, E. (2020). Elite Athletes More Authentic?: Diet and Exercise Effects of Athletes vs. Models in Ads., Paper to be presented at the International Communication Association Annual Conference, Gold Coast, Australia.

- [C38] Kim E. and Shoenberger, H. (2020). #Sponsored! Why Sponsored Instagram Stories Still Work? the Role of Materialism, Vicarious Enjoyment, and Perceived Influencer Trust, Paper to be presented at the International Communication Association Annual Conference, Gold Coast, Australia.
- [C39] Tan, R. and Shoenberger, H. (2020). Asmr: Harnessing the Pleasurable Psychophysiological Potential of Sound , Paper to be presented at the International Communication Association Annual Conference, Gold Coast, Australia.\* **top student-led paper panel at Infosys**
- [C40] Shoenberger, H. and Kim, E. (2020). Just Like Me?: Explaining Purchase Intent via Expressed Reasons to Follow an Influencer, Perceived Homophily and Perceived Authenticity. Paper presented at the International Communication Association Annual Conference, Gold Coast, Australia.
- [C41] Wei, L., Yang, G., Shoenberger, H. and Shen, F. (2020). Carousel Advertising for Public Health: Effects of Narrative and Involvement. Paper to be presented at the AEJMC annual conference in San Francisco. \***2<sup>nd</sup> place top paper award in the advertising division**
- [C42] E., Z,\* Zhang, Z.\*, Tan, R., Reed, O. and Shoenberger, H. (2020) Influencer Engagement With Chinese Audiences: The Role of Language. Paper to be presented at the AEJMC annual conference in San Francisco. \* **undergraduates**
- [C43] Zhang, B. And Shoenberger, H. (2020) Muting Opposing Political Opinions on Facebook: The Mediating Role of Emotions on Facebook Muting Behaviors. Paper to be presented at the AEJMC annual conference in San Francisco.
- [C44] Shoenberger, H., Kim, E., and Sun, Y. (2021). COVID-19 Advertising and the Boomerang Effect. Paper to be presented at the ICA annual conference (Virtual due to Covid-19)
- [C45] Cheng, Z., Chen, J., Peng, R., and Shoenberger, H.(2021). Social Media Influencers Talk About Politics: Gen-Z followers' Perceived Information Quality, Receptivity and Sharing Intention. Paper to be presented at the ICA annual conference (Virtual due to Covid-19)
- [C46] Sun, Y., J., Freeman, J., Shoenberger, H. and Shen, F. (2021). To Tell or Not to Tell: Effects of AI-powered Virtual Try-on Feature and Transparency on Brand Attitudes and Purchase Intentions. Paper to be presented at the AEJMC annual conference (Virtual due to Covid-19)
- [C47] Conlin, J., Baker, M., Zhang, B., Shoenberger, H. and Shen, F. (2021). Facing the Strain: The Persuasive Effects of Conversion Messages on COVID-19 Vaccination Attitudes and Behavioral Intentions Paper to be presented at the AEJMC annual



conference (Virtual due to Covid-19) **\*2<sup>nd</sup> place top paper award in the advertising division**

- [C48]** Kim, A., Duffy, M., Thorson, E. and Shoenberger, H. (2022) Making it Personal: Social Media Influencer Rhetorical Strategies. To be presented at the American Academy of Advertising Annual Conference.
- [C49]** Shoenberger, H., Shen, F. and Zhang, B. (2022) Brand Love and Authenticity in the Era of Activist Advertising. To be presented at the ICA annual conference in Paris, France.
- [C50]** Sukalla, F. and Shoenberger, H. (2022) It's different for everyone – The effect of qualifying individual experiences of mental illness on perceived authenticity and stigmatization. To be presented at the ICA annual conference in Paris, France.
- [C51]** Sun, Y., Kim, E., Shoenberger, H. and Lee, J. (2022) Trying To Be More Human: Effects of Perceived Anthropomorphism and Personalization Type of Voice Agents on Advertising. To be presented at the ICA annual conference in Paris, France.
- [C52]** Kim, E., Shoenberger, H., Thorson, E., Kim, D. and E, Z. (2022) Trust in the Novel?: Exploration of the Effectiveness of Virtual Influencers. To be presented at the AEJMC annual conference in Detroit, Michigan.

## **GOVERNMENT PRESENTATIONS**

- [G1]** Shoenberger, H., & McNealy (2016). Offline v. Online: Re-examining the Reasonable Consumer Standard in the Digital Context. Presented at the Federal Trade Commission's Privacycon. Washington, D.C.

## **INVITED PANELS**

- [IP. 1]** Data Collection in a Digital Age: Opportunities, Challenges, and Avoiding the Weird (2015). American Academy of Advertising Annual Global Conference. Panelist. New Zealand.
- [IP. 2]** Discussion leader for paper workshop session. 9<sup>th</sup> Annual Privacy Law Scholars Conference, Washington D.C. (\*invite only conference).

## **GRANTS**

- [G1]** Does 360 Video Impact Audience Behavior? A Study of Virtual Reality in Communication Strategy? \$10,000 Agora Journalism Center (2016) with: Donna Davis and Wes Pope

- [G2]** Reaching Parents at Risk for Child Maltreatment: An Interdisciplinary Experimental Investigation of PSA Type and Level of Self-Regulation. \$5,000 Dean's Research Grant (2017) with: Elizabeth Skowron
- [G3]** The Bell Has Been Rung: Short- and Long-term Effects of Social Media-Based Political Ads. \$4,000 Vision 2020 Research Grant (2020) with: Fuyuan Shen
- [G4]** Research on Female Candidates; undergrad toward research skills in COMM 304 and COMM 420; Help female candidates represent themselves. \$4,000 Vision 2020 Research Grant (2020) with: Jessica Myrick and Stephanie Madden.

## **SERVICE- U of O SCHOOL OF JOURNALISM AND COMMUNICATION**

Dissertation Award Committee 2015

Evaluated nominees for the annual dissertation award within the school.

Shirley Pape Chair Search Committee 2015-2016

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

Technology Committee Member 2015-2018

Committee works to streamline technology purchase and use.

Advertising Faculty Search Committee 2016-2017

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

Social Media and Data Analytics Faculty Search Committee, 2017 – 2018

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

SOJC Research Series 2017-2018

Organize research talks within the faculty.

Experiences Hub Committee 2016-2018

Committee appointed by the Dean to envision and help design an innovative learning space in the SOJC.

\* Sub Committee for technology – advise on practical technology concerns and data/social media technology requirements

Insights and Analytics Lab Director 2015-2018

Developing a lab for research and instruction on analytics and media effects at the School of Journalism and Communication at the University of Oregon

## **SERVICE- BELLISARIO COLLEGE OF COMMUNICATIONS**

Graduate Student Admissions Committee – 2022 - present

Research Mentor for New Faculty as part of New Faculty Mentorship Program– 2021- present

From Vision to Impact: Empowering Through Digital Innovation committee 2020  
Committee appointed to envision and help design an innovative idea for the new media center.

Master of Strategic Communication admissions committee 2019-present

Freelance Committee 2019

Committee headed by Dr. Anne Hoag and designed to understand changing industry trends to prepare students for the evolving career landscape.

## **SERVICE- EDITORIAL REVIEW BOARDS**

*Journal of Interactive Advertising* – 2019-present

*International Journal of Advertising* – 2019 – present

*Journal of Current Issues and Research in Advertising* – 2020 - present

## **SERVICE- AD HOC JOURNAL REVIEWER**

*Communication Research* 2017-present

*Journal of Happiness* 2015

*Journal of Advertising* 2017-present

*Journal of Advertising Research* 2019-present

*Mass Communication and Society* 2019-present

*Journal of Media Ethics* 2020

*Journal of Promotion Management* 2020

*Journal of Marketing Communications* 2022

## **SERVICE – CONFERENCE MANUSCRIPT REVIEWS**

American Academy of Advertising – 2016 - present

International Communication Association

Information Systems – 2012- present

Mass Communication – 2013-present

Law and Policy – 2015-present

AOIR Annual Conference 2015

Association for Education in Journalism and Mass Communication

## **SERVICE - ASSOCIATION COMMITTEES**

Ad-hoc committee to organize pre-conference for Advertising Education – AEJMC 2018

Communications committee member – American Academy of Advertising – 2019-2021

Research Committee – American Academy of Advertising – 2022-present

Graduate Award Committee- Advertising Division – AEJMC- 2022-present

## **DOCTORAL DISSERTATION COMMITTEES**

Matthew Pittman – Methods Member – June 2017 defended (U of Oregon)

David Morris – Methods Member – June 2018 defended (U of Oregon)

Olivia Reed – Member – TBD (Penn State)

Rachel Peng- Member – TBD (Penn State)

Maranda Bernt – Member – TBD (Penn State)

## **MASTERS THESIS COMMITTEES**

Yan “Ashley” Li – Member – June 2017 defended (U of Oregon)

Spencer Bennett – Member – June 2018 defended (U of Oregon)

Ahmad Mulayousef – Chair – June 2018 defended (U of Oregon)

Olivia Reed- Member – May 2020 defended (Penn State)

## **CLARK HONORS COLLEGE THESIS COMMITTEES**

Jesse Summers – reader – 2015

Josh Adams – reader – 2015

Celine Johnson – reader – 2016

## **SOJC HONORS THESIS COMMITTEES**

Andrew Pence – chair – 2017

## **SCHREYER HONORS COLLEGE THESIS COMMITTEES**

Colleen McBride – chair – 2019

Anthony Colucci – co-chair – 2020

Zihang “Sky” E – chair – 2020

Ziyuan “Maggie” Zhang – chair 2020

Sarah Huffman – chair 2021

Zoe Boerman – expected 2023

## **SERVICE TO COMMUNITY AT LARGE**

### **Mentor/Volunteer**

Middle College program mentor – 2015-2018

Mentor three middle school students with bi-monthly meetings about grades and life goals

Junior League of Eugene – 2014-2018

Volunteer to work on community issues

Invited guest speaker to talk with students at the Looking Glass about the dangers of sex trafficking in the Eugene area

## **TEACHING EXPERIENCE**

### **Penn State**

Fall 2018 **Ad Media Planning**  
(undergraduate ~25 students)

Fall 2018 **Ad/PR Research Methods**  
(undergraduate ~25 students)

Spring 2019 **Digital Advertising**  
(undergraduate ~100 students)

Summer 2019 **Research and Analytics**  
(undergraduate ~20 students)

Fall 2019 **Ad/PR Research Methods**  
(undergraduate ~25 students)

Fall 2019 **Digital Advertising**  
(undergraduate ~100 students)

Fall 2019 **First Year Seminar**  
(undergraduate ~15 students)

Spring 2020 **Ad/PR research methods**  
(undergraduate ~25 students)

Spring 2020 **Digital Advertising**  
(undergraduate ~100 students)

Fall 2020 **Digital Advertising**  
(undergraduate ~100 students)

- Fall 2020     **Ad/PR research methods**  
(undergraduate ~25 students)
- Spring 2021   Maternity Leave
- Fall 2021     **Digital Advertising**  
(Undergraduate – 2 sections; ~50 students each section)
- Spring 2022   **Digital Advertising**  
(Undergraduate – 2 sections; ~50 students each section)
- Summer 2022   **Strategic Communications Law** – World Campus  
(~15 students)

### **University of Oregon**

**Strategic Communication Research Methods**  
**Ad Media Planning**  
**Advanced Analytics\***

Course I designed with partnerships with ComScore and Alteryx  
**Brand Insights (formerly: Advanced Analytics)**

### **University of Missouri**

**Strategic Communication Research**  
**Interactive Advertising**

## **AWARDS AND SCHOLARSHIPS**

- 2022           **Dean's Excellence Award**  
Excellence in Research
- 2019           **Kopenhaver Center Fellow**  
Kopenhaver Center for the Advancement of Women
- 2013           **American Academy of Advertising Dissertation Proposal Award**  
Award of \$2,000 to complete dissertation research. *Journal of Advertising*  
reserves right of first refusal for articles published from the dissertation.
- 2013           **Synor Creative Advertising Scholarship**
- 2006           **Kappa Tau Alpha – Journalism Honor Society**

## **INVITED LECTURES/PRESENTATIONS**

Spring 2019 **Invited Speaker, Data and Society**

Data & Society, NYC

Topic: Research methods in advertising

Winter 2017 **Guest Lecturer, Strategic Social Media**

University of Oregon

Topic: Introduction to Big Data and Analytics

Spring 2016 **Guest Lecturer, Media Effects**

Nanyang Technological University, Singapore

Topic: New Advertising In The United States

Spring 2015 **Guest Lecturer, Media in America**

Nanyang Technological University, Singapore

Topic: Advertising In The United States (History, Regulation, Effects)

Winter 2015 **Guest Lecturer, Account Planning**

University of Oregon

Topic: Legal issues in online advertising.

Fall 2012 **Guest Lecturer, Journalism 4262, Interactive Advertising**

University of Missouri

Topic: Legal issues in advertising.

April 2012 **Co-Presenter, RJI Innovation Week**

Reynolds Journalism Institute, Missouri School of Journalism

Topic: "Brain Friendly" News Platforms

Summer 2011 **Guest Lecturer, Summer Program for High School Students**

University of Missouri

Topic: Issues involved in the First Amendment

April 2011 **Presenter, RJI Innovation Week**

Reynolds Journalism Institute, Missouri School of Journalism

Topic: Changing News Audience

## **SERVICE – UNIVERSITY OF MISSOURI**

2011 **[Co-organizer/Reviewer]** Young Scholars Conference,

University of Missouri, Columbia, MO.

2010-2014 **[Co-founder/Organizer]** Doctoral Student Weekly Research Group,  
University of Missouri.

## **MEMBERSHIP**

2012-present **[Member]** American Academy of Advertising (AAA)

2011-present **[Member]** Association for Education in Journalism & Mass  
Communication (AEJMC)

2011-present **[Member]** International Communication Association (ICA)

2007-2021 **[Member]** Michigan Bar Association.

## **PROFESSIONAL EXPERIENCE**

**COMSCIENCE MINDS**, Columbia, MO

**January 2013-May 2014**

### **Consultant**

*ComScience Minds provides training, project design, consulting and analytical services to market research professionals to assist them in integrating biometric tools and traditional research techniques.*

- Worked on project design and analytical services

**HCD RESEARCH**, Flemington, NJ

**Sept 2012-May 2014**

**Consultant** *HCD Research provides cutting edge research for clients looking to improve advertising effectiveness.*

- Provided biometric data collection, analysis
- Client projects have included: Disney, Pfizer

**BULLETIN INTELLIGENCE**, Reston, VA

**November 2008 – May 2014**

### **Editor**

*Bulletin Intelligence delivers customized business and political intelligence to top-level corporate and government decision makers.*

- Adapted editing, coverage to specific client needs.
- Successfully stabilized publication that was in danger of contract cancellation.
- Provided daily news analysis and briefing to the Republican National Convention, Office of the Comptroller of the Currency, and Department of Transportation.
- Provided social media consulting to top level management.

**EXAMINER.COM**

**May 2009 - 2010**

### **Social Media Examiner**

*Examiner writers are credible sources with expertise and passion for a certain issue. Issues can have local flair or be relevant on a national stage.*



- Articles focus on social media trends in both business and personal use.
- Special attention paid to current events involving Twitter and Facebook.
- Web address: <http://www.examiner.com/x-12275-Social-Media-Examiner>

**ORBITAL SCIENCES CORPORATION, Dulles, VA      July 2008 – November 2008**

**Marketing Consultant**

*Aerospace engineering firm.*

- Created employee value proposition for recruiting brand.
- Helped create an online presence on social networking websites to assist with corporate branding.
- Worked on marketing materials related to recruiting employees from diverse ethnicities, backgrounds.
- Employee value proposition is currently used on college recruiting materials that appear in newspaper advertisements as well as in-house pamphlets, posters, etc.

**SHOENBERGER LAW FIRM, PLLC, Howell, MI      May 2008 – November 2008**

**Principal**

*Law firm established to serve legal needs of the Detroit-Metro region.*

- Represented clients in district court.
- Responsible for client development.
- Successfully negotiated settlement favorable to client.

**REPORTERS COMMITTEE FOR FREEDOM OF THE PRESS, Arlington, VA      Sept 2006 –Nov 2006**

**Intern**

*A non-profit organization that has offered free legal advice to journalists since 1970.*

- Wrote a feature article in *News Media and the Law*. The article focused on the British Official Secrets Act and was published in the fall of 2006.
- Conducted legal research on open records laws for trials involving minors and other various legal issues.
- Responsible for writing daily articles focusing on legal issues facing journalists around the country.

**CHILD PROTECTION CLINIC, Columbia, MO      August 2005 – December 2005**

**Member**

*Dedicated to providing high quality pro bono services for minors while training law students to draft legal documents like 'termination of parental rights' documents and representing 'minor' clients in court.*

- Drafted termination of parental rights documents as well as motions for continuing guardianship.
- Attended a court hearing under the supervision of a law professor to secure guardianship for client.

**MORRIS DOWNING & SHERRED LAW FIRM, Newton, NJ      June 2005 – August 2005**

## **Law Clerk**

*The oldest law firm in Sussex County, New Jersey with over a hundred years of providing a wide array of legal services to clients in New Jersey and Southern New York.*

- Worked directly with the partners and associates on legal issues.
- Conducted research on legal issues such as trade law, Uniform Commercial Code, school board and municipal issues.

**AMERICORPS**, Kingdom City, MO.

**September 2002– August 2003**

### **Member**

*National organization devoted to serving the community and country.*

- Drafted a successful literacy grant for Girls Town, a residential care facility for young girls in Kingdom City, Missouri.
- Mentored and tutored students on campus.

## **SKILLS**

**Research Data collection software:** MediaLab, Qualtrics

**Data analysis software:** SPSS, HLM