

Heather Shoenberger

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School of Journalism and Communication
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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)

RESEARCH INTERESTS

- Behavioral Advertising
- Policy Implications
- Media Psychology
- Psychophysiological Response to Media
- Entertainment Media
- Consumer Behavior

TEACHING INTERESTS

- Strategic Communication
Research Methods
- Interactive Advertising
- Brand Insights
- Media Law

PUBLISHED PAPERS

- [P10]** 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*.
- [P9]** 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*.
- [P8]** 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*.
- [P7]** 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*.
- [P6]** Sukalla, F., Shoenberger, H., & Bolls, P. (2015). Surprise! An Investigation of Orienting Responses to Test Assumptions of Narrative Processing. *Communication Research*.
- [P5]** 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*. **online first*
- [P4]** McNealy, J. & Shoenberger, H. (2016). "Reexamining Privacy-Promising Technologies," *Tulane Journal of Technology & Intellectual Property*, 19.
- [P3]** Shoenberger, H. & Rodgers, S. (in press). "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.
- [P2]** Keene, J., Shoenberger, H., Berke, C. & Bolls, P. Survival Politics! A test of the relationship between biologically rooted motivational processes, political ideology and preferences for accessing news. (in press). To be published in special issue of *Politics and the Life Sciences*.
- [P1]** Shoenberger, H. & Kim, E. (in press) "How Branded Entertainment Can Work for Advertisers: The Role of Wishful Identification and Fictional Character Traits on Buying Behaviors." *International Journal of Advertising*.

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.

MANUSCRIPTS UNDER REVIEW

- [R1] Shoenberger, H. & Dahmen, N. The Role of Perceived Authenticity of a Model's Image in Social Media Ad Campaign on Body Image, Social Media Engagement. Manuscript being finalized. Submitted to *The Journal of Interactive Advertising*.
- [R2] Kim, E., Muralidharan, S. and Shoenberger, H. Testing the Extent of the 'Immersive' Experience: The Role of Ad Relevance, Ad Vividness, and Ad Message Explicitness. Submitted to *Journal of Business Research*.

MANUSCRIPTS IN PREPARATION FOR JOURNAL SUBMISSION

- [IP1] Shoenberger, H., Sukalla, F. Let's Give Them Something To Talk About: Predicting Social Media Engagement, Peer Engagement From Favorite TV Character Perceived Personality Attributes. Manuscript being finalized.
- [IP2] Shoenberger, H., Kim, E., & Johnson, E. #Authenticity In Ads: Exploring Effect of Perceived Authenticity, Model Size, and Buying Intent. In preparation for conference submission.
- [IP3] Shoenberger, H., & McNealy. Still Reasonable? The Reasonable Person in the Digital Context. Manuscript in preparation.
- [IP4] Shoenberger, H. & Thorson, E. Risky Business: Using Heuristic-Systematic Processing Theory to Understand Consumer Data Privacy Concerns in an Online Behavioral Advertising Context. Manuscript in preparation.

RESEARCH IN PROGRESS

- [P1] Shoenberger, H., & Skowron, E. Reaching Parents At Risk For Child Maltreatment: An Interdisciplinary Experimental Investigation of PSA Type and Level of Self-Regulation. Stim creation in progress.
- [P2] Shoenberger, H., Kim, E. "Anna" & Johnson, E., . Perceived Authenticity, Does it Matter? Exploring Effects of Perceived Authenticity, Model Size, and Social

Cues on Body Image State, Social Media Engagement. Data analysis in progress. To be submitted to ICA 2018.

- [P3] Davis, D., Shoenberger, H., & Pope, W. If a Tree Falls in a Forest: Experimental Investigation of Level of Immersion in a PSA and Resulting Pro-Social Behavior. Accepted for presentation ICA 2017. Data analysis in progress.
- [P4] Shoenberger, H. & Pittman, M. Binge TV Watching Memory and Personality. Data analysis in progress.
- [P5] Pence, A. & Shoenberger, H. Native Advertising and Source Credibility. Preparation for submission to ICA 2018.

REFEREED CONFERENCE PAPERS

- [C28] 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.
- [C27] 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.
- [C26] 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.
- [C25] 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.
- [C24] 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.
- [C23] 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.
- [C22] 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.

- [C21] 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.
- [C20] 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.
- [C19] 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.
- [C18] 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.
- [C17] 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.
- [C16] 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.
- [C15] 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.
- [C14] Sukalla, F., Shoenberger, H., & Bolls, P. (2014). *Violating Viewers' Expectations During Narrative Processing*. Presented at the International Communication Association's Annual Conference. Seattle, Washington.
- [C13] 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.
- [C12] 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.

- [C11] 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.
- [C10] 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.
- [C9] 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.
- [C8] 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.
- [C7] 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.
- [C6] 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.
- [C5] McNealy, J. & Shoenberger, H. (2016). The platform decides the posting: Information sharing stratification on social media. Presented at TPRC. Washington, DC.
- [C4] 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.
- [C3] 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.

[C2] 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. To be presented at the International Communication Association Annual Conference, San Diego.

[C1] 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. To be presented at the International Communication Association Annual Conference, San Diego.

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. 9th 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

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

SOJC Research Series 2017-present
Organize research talks within the faculty.

Experiences Hub Committee 2016-present
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-present
Developing a lab for research and instruction on analytics and media effects.

SERVICE- AD HOC JOURNAL REVIEWER

Communication Research 2017-present
Journal of Happiness 2015
Journal of Advertising 2017
Journal of Marketing Communications 2017

SERVICE – CONFERENCE MANUSCRIPT REVIEWS

International Communication Association
Information Systems – 2012- present
Mass Communication – 2013-present
Law and Policy – 2015-present

AOIR Annual Conference 2015

DOCTORAL DISSERTATION COMMITTEES

Karen Estlund – Methods Member – TBA
Matthew Pittman – Methods Member – June 2017 defended
Thipkanok Wongphothipan – Advisor – June 2019 expected
David Morris – Methods Member – June 2018 expected

MASTERS THESIS COMMITTEES

Yan “Ashley” Li – Member – June 2017

Spencer Bennett – Member – June 2018 expected

MASTERS PROJECT COMMITTEES

Jill Souede – Advisor - TBD

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

SERVICE TO COMMUNITY AT LARGE

Mentor/Volunteer

Middle College program mentor – 2015-present

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

Junior League of Eugene – 2014-present

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

University of Oregon

Fall Term 2014 **Strategic Communication Research Methods**

Fall Term 2015 (J494, undergraduate, ~67 students)

Winter Term 2015 **Ad Media Planning**

(J443, undergraduate, 26 students)

Spring Term 2015 **Ad Media Planning**

Fall Term 2015 (J443, undergraduate, 27/ 35 students)

Spring Term 2015 **Strategic Communication Research Methods**

(J494, undergraduate, 39 students)

Winter Term 2016 **Advanced Analytics**

(J460/560, undergraduate, ~15 students)

Spring Term 2016 **Advanced Analytics**
(J460/560, undergraduate and graduate, ~15 students)

Fall Term 2016 **Advanced Analytics**
(J460/560 undergraduate and graduate)

Ad Media Planning
(J443, undergraduate, ~30 students)

Winter Term 2017 **Brand Insights (formerly: Advanced Analytics)**
(J460/560 undergraduate ~17 students)

University of Missouri

Fall 2013 **Strategic Communication Research**
(J4952/7952, undergraduate, 136 students)

Spring 2013 **Strategic Communication Research**
(J4952/7942, undergraduate/graduate, 45 students)

Fall 2012 **Strategic Communication Research**
(J4952/7942, undergraduate/graduate, 180 students)
*Shadowed Dr. Kevin Wise

Spring 2012 **Interactive Advertising**
(J4262/7262, undergraduate/graduate, 80 students)
*Shadowed and Co-taught with Dr. Shelly Rodgers

AWARDS AND SCHOLARSHIPS

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

- 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-present **[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