

Glenna L. Read

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ACADEMIC APPOINTMENTS

- 2018-Present **Assistant Professor of Advertising**
Department of Advertising and Public Relations, University of Georgia
- 2018-Present **Founder & Director**
Brain, Body, and Media (BBAM) Lab, University of Georgia
- 2017-2018: **Dissertation Fellow**
College of Arts and Sciences, Indiana University
- 2013-2017: **Graduate Assistant**
Department of Telecommunications/The Media School, Indiana University
- 2010-2012: **Graduate Assistant**
Department of Psychology, Appalachian State University

EDUCATION

- 2018: **Ph.D. in Mass Communication, Minor in Psychology**
Indiana University, The Media School, Bloomington, IN
- 2012: **M.A in Experimental Psychology**
Appalachian State University, Department of Psychology, Boone, NC
- 2009: **B.A. in Psychology**
Georgia State University, Department of Psychology, Atlanta, GA

REFEREED JOURNAL ARTICLES

*Graduate Student Mentee

**Undergraduate Student Mentee

- [P.14] **Read, G. L.**, Kim, J.*, Lee, Y.*, Sun, S.*, Seo, Y.*, & Brown, K. (forthcoming). Publicity about Athlete Endorsers Affects Responses to Ads via Motivational Activation. *Sport Marketing Quarterly*.
- [P.13] Baldwin-White, A., **Read, G. L.**, Beer, J., & Darville, G. (2021). Harnessing technology to prevent sexual assault on college campuses. *Journal of American College Health*. doi: 10.1080/07448481.2021.1920605
- [P.12] **Read, G. L.**, Yan, H., Anderson, P. B., Partain, L. P. B., Vaughn, Z., Semivolos, A., Kim, Y., & Gonzales, A. L. (2021). Making stability dependable: Stable cellphone access leads to better health outcomes for those experiencing poverty. *Information, Communication and Society*. doi: 10.1080/1369118X.2021.1928263
- [P.11] Bailey, R., **Read, G. L.**, Yan, H., Liu, J., Makin, D. A., & Willits, D. (2021). Camera point-of-view exacerbates racial bias in viewers of police use of force videos. *Journal of Communication*. 71(2), 246-275. doi: 10.1093/joc/jqab002
- [P.10] Pittman, M., **Read, G. L.**, & Chen, J. (2021). Changing attitudes on social media: Effects of fear and information in green advertising on non-green consumers. *Journal of Current Issues and Research in Advertising*, 42(2). doi: 10.1080/10641734.2020.1835755

- [P.9] Kim., T.*, & **Read, G. L.** (2021). Free smiles are worth a lot for social media influencers: The mediating roles of warmth, competence, and admiration. *Cyberpsychology, Behavior, and Social Networking*, 24(2), 135-140 doi: 10.1089/cyber.2020.0323
- [P.8] **Read, G. L.** & Brown, K. (2020). Brand novelty and publicity about athlete endorsers affect psychological processing of ads. *Communication & Sport*. doi: 10.1177/2167479520969142
- [P.7] **Read, G. L.** (2020). Processing ambiguous social identity: Disclosure of identity and phenotypic prototypicality affect processing and evaluation of persuasive messages. *Journal of Communication*, 70, 693-720. doi: 10.1093/jov/jqaa024
- [P.6] **Read, G. L.**, Partain, L. P. B.¹, Vaughn, Z., Semivolos, A., Anderson, P. B., & Gonzales, A. L. (2020). A critical approach to investigating communication practices of marginalized populations using longitudinal field experiments. *Communication Methods and Measures*, 14, 55-70. doi: 10.1080/19312458.2019.1572083
¹The first and second author made equal contributions to the manuscript
- [P.5] **Read, G. L.**, Innis, I. J., van Driel, I. I., & Potter, R. F. (2019). Mates or married? Implications of gender composition and physical intimacy on evaluation of images tested for advertising. *Communication Research Reports*, 36, 220-230. doi: 10.1080/08824096.2019.1605894
- [P.4] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2018). Same-sex couples in advertisements: An investigation of the role of implicit attitudes on cognitive processing and evaluation. *Journal of Advertising*, 47, 182-197. doi: 10.1080/00913367.2018.1452653
- [P.3] **Read, G. L.**, Lynch, T., & Matthews, N. (2018). Increased cognitive load during video game play reduces rape myth acceptance and hostile sexism after exposure to sexualized female avatars. *Sex Roles*, 79, 683-698. doi: 10.1007/s11199-018-0905-9
- [P.2] **Read, G. L.**, Pavelko, R., & Hwang, H. (2017). Social and evolutionary explanations for face-ism: Facial prominence in female academic profile pictures. *Communication Research Reports*, 34, 98-105. doi: 10.1080/08824096.2016.1236331
- [P.1] **Read, G. L.**, Ballard, M. E., Emery, L. J., & Bazzini, D. G. (2016). A test of desensitization using facial electromyography: Violent videogames, gender, and affective responding. *Computers in Human Behavior*, 62, 201-211. doi: 10.1016/j.chb.2016.03.074

BOOK CONTRIBUTIONS

- [B.3] Gonzales, A. L., Yan, H., **Read, G. L.**, & Brown, A. (2021). What's missing? How technology maintenance is overlooked in representative surveys of digital inequalities. In E. Hargittai (Ed.), *Handbook of Digital Inequalities*. Northampton, MA: Edward Elgar Publishing
- [B.2] **Read, G. L.** (2018). Facial Electromyography (EMG). In J. Matthes, C. S. Davis, & R. F. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley-Blackwell
- [B.1] **Read, G. L.** & Innis, I. (2018). Electroencephalography (EEG). In J. Matthes, C. S. Davis, & R. F. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley-Blackwell

MANUSCRIPTS UNDER REVIEW

- [UR.4] Bailey, R., Yan, H., & **Read, G. L.** (Revise and Resubmit). Structural and content features influence sharing and commenting on police use of force videos via emotion. Under review at *Communication Monographs*.
- [UR.3] Pittman, M., & **Read, G. L.**¹ (Under 1st review). Corporate values advertising: Brand age and size moderate this CSR alternative to cause-related marketing. Under review at *Journal of Business Ethics*.
¹The first and second author made equal contributions to the manuscript
- [UR.2] Kim, T.*, & **Read, G. L.** (Under 1st review). Why so serious? Smiling social media influencers are effective regardless of message and product. Under review at *Marketing Intelligence & Planning*.
- [UR.1] Partain, L.P.B., & **Read, G. L.**¹ (Under 1st review). Making nuance noticeable: Critical media effects as an explanatory framework for disparate media effects on US immigration attitudes. Under review at *Communication Monographs*.
¹The first and second author made equal contributions to the manuscript

MANUSCRIPTS IN PREPARATION

- [MP.4] Lee, S., Kim, S. P., Kim, J., & **Read, G. L.** (Manuscript in Preparation). The Effects of Commercial Break on Ad and Program Memory: A Neurophysiological Study. To be submitted to *Journal of Advertising*
- [MP.3] Frieberger, N., Lynch, T. L., & **Read, G. L.** (Manuscript in Preparation). (Men)tal Health: Perceptions of Depression in Men and Women. To be submitted to *PLOS One*.
- [MP.2] **Read, G. L.**, Wojdyski, B., & Lee, Y.* (Manuscript in Preparation). Visual gaze toward androgynous models. To be submitted to *International Journal of Advertising*
- [MP.1] Partain, L.P.B., **Read, G. L.**, & Brooks, J. (Abstract under review). Solidarity appeals or appropriation: Media effects of global indigenous victimization on Black US audiences. Special Issue "Difficult Conversations Concerning Identity and Difference" in *Human Communication Research*.

REFEREED CONFERENCE PRESENTATIONS

- [C.30] Frieberger, N., Lynch, T., **Read, G. L.**, & Blouin, L. (2021). *(Men)tal health: Perceptions of depression in men and women*. National Communication Association Conference. Seattle, WA.
- [C.29] Bailey, R., **Read, G. L.**, Yan, H., Khan, T., Liu, J., Tien, M., Dolorit, A., & Burgos, E. (2021). *How Camera Perspective Contributes to Normative Judgments of Officers and Citizens in Police Use of Force Videos*. International Communication Association. Virtual Conference.
- [C.28] Wen, T., Mundel, J., **Read, G. L.**, Almond, A., Alhabash, S., & Wilson, J. (2021). *Translating consumer neuroscience into advertising research and education*. American Academy of Advertising. Virtual Conference.

- [C.27] Yan, H., **Read, G. L.**, & Gonzales, A. L. (2020). *Making stability dependable: Stable cellphone access leads to better health outcomes for those experiencing poverty*. National Communication Association. Indianapolis, IN. Virtual Conference.
- [C.26] **Read, G. L.**, Lee, Y. *, Kim, J. *, Seo, Y. *, Sun, S. *, Lu, X. *, Brown, S. **, Kim, T. *, Cai, W. *, Jones, K. **, Jun, H. *, & Lim, J. * (2020). *Using Hierarchy of Effects and LC4MP to investigate the effects of publicity on ads featuring athlete endorsers*. American Academy of Advertising. San Diego, CA. Virtual Conference.
- [C.25] Kim, T. *, & **Read, G. L.** (2020). *Effect of social cognition on influencer advertising: From the perspective of Stereotype Content Model (SCM) ad Behaviors from the Interpersonal Affect and Stereotypes (BIAS) Map*. American Academy of Advertising. San Diego, CA. Virtual Conference.
- [C.24] Gonzales, A. L., Yan, H., **Read, G. L.** & Brown, A. (2019). *What is missing? How technology maintenance is overlooked in representative surveys of digital inequalities*. International Communication Association. Washington, D. C.
- [C.23] **Read, G. L.** & Brown, K. (2019). *Brand novelty and publicity about athlete endorsers affect cognitive processing and evaluation of ads*. International Communication Association. Washington, D. C.
- [C.22] **Read, G. L.** (2019). *The role of social categorization of models on visual attention to features of print advertisements*. International Communication Association. Washington, D. C.
- [C.21] Nikoulina, A. I., James, T. W., Sites, J., Jamison-Koenig, E., **Read, G. L.**, & Potter, R. F. (2018). *Content analysis of music alcohol-dependent women and controls associate with going out' versus 'staying home.'* Association for Education in Journalism and Mass Communication. Washington, D. C.
- [C.20] **Read, G. L.**, Partain, L. P. B., Gonzales, A. L., Vaughn, Z., Semivolos, A., & Anderson, P. (2018). *A critical approach to investigating communication practices of marginalized populations using longitudinal field experiments*. International Communication Association. Prague, Czech Republic.
- [C.19] **Read, G. L.**, Zheng, X., Cores Sarría, L., Lu, Y., & Potter, R. F. (2017). *Racially ambiguous models increase advertising effectiveness*. National Communication Association. Dallas, TX.
- [C.18] **Read, G. L.**, Zheng, X., Cores Sarría, L., Lu, Y., & Potter, R. F. (2017). *News highlighting gender identity of models in fashion ads affect responses to the ads themselves*. Society for Psychophysiological Research. Vienna, Austria.
- [C.17] **Read, G. L.**, Innis, I. I., van Driel, I. I., & Potter, R. F. (2017). *Gender differences in neural indicators of emotion and attention to same-sex pairs in advertising*. International Communication Association. San Diego, CA.
- [C.16] **Read, G. L.**, Cores Sarría, L., Zheng, X., Lu, Y., & Potter, R. F. (2017). *Do gender identity and expression influence responses to transgender and androgynous models in advertisements?* International Communication Association. San Diego, CA.

- [C.15] Matthews, N. L., Lynch, T., & **Read, G. L.** (2016). *Experiencing games: Investigating what influences the adverse effects of game violence*. International Communication Association. Fukuoka, Japan.
- [C.14] **Read, G. L.**, Lynch, T., & Matthews, N. L. (2016). *Playing versus watching a sexualized female avatar under conditions of cognitive load*. International Communication Association. Fukuoka, Japan.
- [C.13] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2016). *Electroencephalographic responses to gay imagery in advertising*. International Communication Association. Fukuoka, Japan.
- [C.12] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2016). *Mind the gender gap: Differences in liking and purchase intention after viewing advertisements of gay and heterosexual couples*. International Communication Association. Fukuoka, Japan.
- [C.11] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2015). *Advertisements featuring same-sex couples affect attention, but not emotional, responding*. Society for Psychophysiological Research. Seattle, WA.
- [C.10] **Read, G. L.**, & Lynch, T. (2015). *Does cognitive capacity affect self-objectification after exposure to sexualized videogame characters?* International Communication Association Game Studies Preconference. San Juan, Puerto Rico.
- [C.9] **Read, G. L.**, van Driel, I., Jeon, Y., & Potter, R. F. (2015). *Do psychophysiological responses to gay imagery in advertising predict consumer behavior better than self-reported responses?* International Communication Association. San Juan, Puerto Rico.
- [C.8] Potter, R. F., **Read, G. L.**, & Sites, J. (2014). *That's not how it goes! The effect of familiarity on automatic attention to expectancy violations in popular songs*. International Communication Association. Seattle, WA.
- [C.7] **Read, G. L.** (2014). *The influence of media violence*. Research presented as part of *Hot Button Issues: New Data and Perspectives on Controversial Media Influences*, Broadcasters Education Association Conference. Las Vegas, NV.
- [C.6] White, W. C., Littlefield, A. M., Andersen, H. K., French, A. M., **Read, G. L.**, Altman, S. A., & Zrull, M. C. (2013). *One and/or a history of exposures to an enriched environment affect c-fos expression in adolescent entorhinal cortex and hippocampal regions*. Society for Neuroscience. San Diego, CA.
- [C.5] **Read, G. L.**, Ballard, M. E., Emery, L. J., & Bazzini, D. G., (2013). *Gender differences in appraisal of emotional images*. Southeastern Psychological Association. Atlanta, GA.
- [C.4] Ballard, M. E., **Read, G. L.**, Bazzini, D., & Emery, L. J. (2013). *Detection of physiological and affective responses to violent video games using facial electromyography*. Society for Research on Child Development. Seattle, WA.
- [C.3] Ballard, M. E., & **Read, G. L.** (2012). *Variations in physiological reactivity to console versus active video game play*. Society for Research on Adolescence. Vancouver, Canada.

- [C.2] **Read, G. L.,** Myers, A. C., Donohue, D., & Stewart, T. L. (2010). *Anti-discrimination evaluation strategies elicit egalitarian, not overcompensatory, hiring practices*. Southeastern Psychological Association. Chattanooga, TN.
- [C.1] **Read, G. L.,** Latu, I. M., Myers, A. C., & Stewart, T. L., Donohue, D., & Estes, S. B. (2009). *What we "say" and "think" about women in the workplace*. Southeastern Psychological Association. New Orleans, LA.

GRANT EXPERIENCE

Grants in Progress

- [GP.1] **Communicating Gender** (\$49,943, awarded 2018). The Ohio State University School of Communication Seed Grant. Role: Research collaborator with James Alex Bonus, Teresa Lynch (Co-PIs) and collaborators Amy L. Nathanson, and Susan L. Kline

Grants Completed

- [GC.6] **Athletes and Ads** (\$2,500, awarded 2019). Department of Advertising and Public Relations Research Seed Grant. Role: PI
- [GC.5] **Heuristica** (\$11,300,000, awarded 2012). Intelligence Advanced Research Projects Activity. Role: RA in 2014 with Edward Castronova (PI), collaborative project with Applied Research Associates, Georgia Tech Research Institute, and Wright State University.
- [GC.4] **Physiological desensitization to video games** (\$300, awarded 2011). Appalachian State University Office of Student Research. Role: PI
- [GC.3] **Physiological desensitization to video games** (\$400, awarded 2011). Appalachian State University Cratis D. Williams Graduate Student Research Grant. Role: PI
- [GC.2] **Physiological desensitization to video games** (\$313, awarded 2011). Appalachian State University Graduate Student Association Senate. Role: PI
- [GC.1] **Physiological desensitization to video games** (\$130, awarded 2011). Appalachian State University Psychology Graduate Student Organization. Role: PI

Grants Not Funded but Acknowledged

- [GN.1] **Informed consent: Conditions of effective consent to privacy messages** (\$99,700, selected as finalist, 2020). Facebook's People's Expectations and Experiences with Digital Privacy Research Award. Role: PI with Jonathan Peters (Co-PI)

AWARDS, HONORS, AND FELLOWSHIPS

- 2020: **Recognition for Student Career Development and Success**
Career Center, University of Georgia
- 2020: **Outstanding Advertising Teacher of the Year**
Advertising and Public Relations Department, University of Georgia
- 2019: **Annie Lang Outstanding Dissertation Award**
Information Systems Division, International Communication Association
- 2018: **Dissertation Fellowship**
College of Arts and Sciences, Indiana University
- 2018: **Travel Award**
Media School Louise Hess Miller Fund, Indiana University

- 2018: **Best Research Paper**
Media School Graduate Achievement Award, Indiana University
- 2017: **Travel Award**
Media School Louise Hess Miller Fund, Indiana University
- 2017: **Student Travel Award**
Society for Psychophysiological Research
- 2017: **Travel Award**
Media School Tom and Jay Darragh Fund, Indiana University
- 2016: **Travel Award for Women in Science**
Office of the Provost, Indiana University
- 2013: **Merit Fellowship**
Department of Telecommunications, Indiana University

TEACHING

Teaching Development

- 2021: Selected Participant, Active Learning Summer Institute, Center for Teaching and Learning, University of Georgia, Athens, GA.

Teaching Mentorship

- 2021: ADPR 3120 (Haley Hatfield, Jongmin Lee)

Independent Studies/Lab Apprenticeships

- 2022: Haley Hatfield, Alex Frank, Matthew Gehr (Psychology)

University of Georgia

Graduate

- Mass Communication Research Methods (online) | 20 students | Fall 2021
Media Psychophysiology | 13 students | Fall 2020
Media Planning | 14 students | Spring 2020, Spring 2021
Consumer Neuroscience and Psychology | 8 students | Spring 2020

Undergraduate

- Advertising and Society | Fall 2021, Spring 2022
Insights and Analytics (online) | 18-19 students | Fall 2019
Insights and Analytics | 35 students | Spring 2019, Spring 2021
Media Strategy and Activation | 22-35 students | Fall 2018, Spring 2019, Fall 2020, Spring 2022

Indiana University

- Programming Strategies | 29-45 undergraduate students | Spring 2016, Spring 2017
Creative Advertising (Associate Instructor) | undergraduate | Fall 2016
Introduction to Media (Discussion Leader) | undergraduate | Fall 2015
Media and Society (Associate Instructor) | undergraduate | Spring 2014
Race, Ethnicity, and the Media (Associate Instructor) | undergraduate | Fall 2013

Appalachian State University

- Introduction to Psychology | 50-70 undergraduate students | Fall 2011, Spring 2012, Fall 2012

INVITED SCHOLARLY PRESENTATIONS

- [SP.4] **Read, G. L.** (October 2021). Gender and sexual orientation in advertising: A series of studies on the effects of representation. Presentation to the Doctoral Seminar. Florida State University. Virtual presentation.
- [SP.3] **Read, G. L.** (October 2021). Into the black box: Elucidating implicit psychological processes revolutionizes our understanding of human communication phenomena. Presentation to the College of Journalism and Mass Communication Brown Bag Seminar. University of Georgia. Athens, GA.
- [SP.2] **Read, G. L.** (April 2021). Information processing in mediated social contexts: Benefits and drawbacks of psychophysiology and neuroscientific measures. Presentation to the Media Engagement Research Laboratory (ME Lab). DePaul University. Virtual presentation.
- [SP.1] Martins, N., Lynch, T. M., **Read, G. L.**, Kraus, A., Malacane, M., & Tompkins, J. (April 2015). Social media, body image, and identity. Panel presentation on the Representation of Girls in the Media and Toys sponsored by The White House Council on Women and Girls and the U.S. Department of Education. Washington D. C.

INDUSTRY EXPERIENCE

2018: Selected Participant, American Academy of Advertising-Advertising Educational Foundation Visiting Future Professor Pilot Immersion Program, New York City, NY.

SERVICE

To the Field

2021: Invited Panelist, American Academy of Advertising Graduate Student Symposium
2021: Editorial Board Member, *Journal of Communication*
2020: Editorial Board Member, *International Journal of Advertising*
2020: Secretary, Information Systems Division, International Communication Association
2020: Research Committee Member, American Academy of Advertising
2017: Peabody Award Screening Committee, Documentary Category, 77th annual Peabody Awards

Ad-hoc Journal Reviewer: *Communication Monographs*
Journal of Business Ethics
International Journal of Sports Marketing and Sponsorship
Media and Communication
Journal of Interactive Advertising
Journal of Broadcasting and Electronic Media
Journal of Communication
Communication Research Reports
International Journal of Advertising
Sex Roles
SAGE Open
Frontiers in Psychology
Games and Culture

Conference Reviewer: International Communication Association
American Academy of Advertising

To the Department/College

- 2021: Search Committee Member, Karen W. and Daniel J. King Distinguished Professor of Advertising
- 2021: Judge, “The Challenge”, ADPR Connection, University of Georgia
- 2020: Invited Speaker, Advertising Research, Talking Dog Fetch Team, University of Georgia
- 2018: Invited Speaker, Job Market Tips, Media School Graduate Association Workshop, Indiana University
- 2018: Invited Panel Member, Surviving ABD, Getting the Dissertation DONE, Media School Colloquium, Indiana University
- 2018: ICR Volunteer, Media School Direct Admit Day, Indiana University
- 2017: Graduate Student Representative, Advertising Faculty Search Committee, Indiana University
- 2015: Graduate Student Representative, Women in Game Design Program Enrollment Committee, Indiana University
- 2011: Vice President, Psychology Graduate Student Organization, Appalachian State University

To the University

- 2012: Senator, Graduate Student Association Senate, Appalachian State University
- 2012: Graduate Student Association Senate Finance Committee Member, Appalachian State University
- 2011: Graduate Student Representative, Arts and Cultural Programs Committee, Appalachian State University
- 2010: Alternate Senator, Graduate Student Association Senate, Appalachian State University
- 2009: Student Ambassador, 1913 Society, Georgia State University

Graduate Student Committees and Research Mentoring

- *Dissertation Committees:* Solyee Kim, Sung In Choi
 - *Outside the College:* Matthew Gehr (Psychology)
- *Thesis Committees:* Jeffrey Duncan (MA, Fall 2019), Jooyoung Uhm (MA, Spring 2021)
- *CURO Research Mentoring:* Sierra Brown (Spring 2019, Fall 2019, Spring 2020)
- *BBAM Lab Research Mentoring:*
 - *Past:* Taeyeon Kim (PhD '20), Sierra Brown (BA '20), Jihoon Kim (PhD '20), Yen-I Lee (PhD '19)
 - *Current:* Shuoya Sun, Youngji Seo, Xuerong Lu, Sung In Choi, Haley Hatfield, Jeffrey Duncan, Solyee Kim, Wenqing Zhao, Alex Frank, Matthew Gehr, Skylar Hudson

Training and Certifications

- Safe Spaces Training, UGA LGBT Resource Center, Athens, GA (2018)

PROFESSIONAL AFFILIATIONS

2017-Present	American Academy of Advertising
2016-Present	National Communication Association
2016-Present	Association for Education in Journalism and Mass Communication
2014-Present	International Communication Association
2012-Present	Society for Psychophysiological Research
2008-Present	American Psychological Association
2008-Present	Psi Chi, International Honor Society in Psychology

REFERENCES

- **Jooyoung Kim, Ph.D., Professor**
Department of Advertising and Public Relations, University of Georgia
jykim@uga.edu, (706) 542-1190
- **Hye Jin Yoon, Ph.D., Associate Professor**
Department of Advertising and Public Relations, University of Georgia
hjyoon@uga.edu, (706) 542-7474
- **Robert F. Potter, Ph.D., Professor**
The Media School, Indiana University
rfpotter@indiana.edu, (812) 856-2546
- **Nicole Martins, Ph.D., Associate Professor**
The Media School, Indiana University
nicomart@indiana.edu, (812) 855-7720
- **Andrew J. Weaver, Ph.D., Associate Professor**
The Media School, Indiana University
weaveraj@indiana.edu, (812) 856-2552