

# Alexander P. Pfeuffer

Assistant Professor

Department of Advertising and Public Relations

Grady College of Journalism and Mass Communication

University of Georgia

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## **Education:**

### **Ph.D. in Mass Communication**

August 2018

School of Journalism and Mass Communication

University of Minnesota, Minneapolis, MN

Dissertation: The Effects and Underlying Mechanisms of Sponsorship Disclosure in Electronic Word-of-Mouth

Dissertation Advisor: Dr. Jisu Huh

### **Master of Communication Management**

August 2011

Annenberg School for Journalism and Communication

University of Southern California, Los Angeles, CA

Thesis: The Effectiveness of Radical Openness in Online Advertising

Thesis Advisor: Dr. Mathew Curtis

### **Bachelor of Arts in Communication**

May 2010

Department of Communication

George Mason University, Fairfax, VA

Concentration in Public Relations, Minor in Art and Visual Technology

### **Study Abroad**

Spring 2009

French Language and Communication Studies

Institut Universitaire Americain, Aix-en-Provence, France

## **Academic Position**

### **Assistant Professor of Advertising**

Fall 2018 - present

Department of Advertising and Public Relations

Grady College of Journalism and Mass Communication

University of Georgia, Athens, GA

## Research:

### Refereed Publications:

- Pfeuffer, A.** & Phua, J. (2021). Stranger Danger? Cue-based Trust in Online Consumer Product Review Videos. *International Journal of Consumer Studies*.
- Karnatz, C., Kadam, P., **Pfeuffer, A.**, & Dwivedi, P. (2021). The Portrayal of Forest Certification in National and State Newspapers of the United States. *Forest Policy and Economics*, 130, 102531.
- Pfeuffer, A.**, Lu, X., Zhang, Y., & Huh, J. (2020). The Effect of Sponsorship Disclosure in YouTube Product Reviews. *Journal of Current Issues & Research in Advertising*.
- Pfeuffer, A.** & Huh, J. (2020). Effects of Different Sponsorship Disclosure Message Types on Consumers' Trust and Attitudes toward Sponsored eWOM. *International Journal of Advertising*.
- Roy, A., Huh, J., **Pfeuffer, A.**, & Srivastava, J. (2017). Development of Trust Scores in Social Media (TSM) Algorithm and Application to Advertising Practice and Research. *Journal of Advertising*, 46(2), 269-282.
- Pfeuffer, A.** (2015). The Effectiveness of Radical Openness in Online Advertising. *Communication Research Reports*, 32(1), 45-53.

### Work in Progress:

- Pfiffelmann, J., **Pfeuffer, A.**, Soulez, S., & Dens, N. (Second Review). They Want Me because I'm Special! Personalized Recruitment Advertising Effects and the Roles of Perceived Considerate Treatment and Sense of Uniqueness. *International Journal of Advertising*.
- Pfiffelmann, J. & **Pfeuffer, A.** (Under review). Understanding Personalized Recruitment Ads' Effectiveness: The Role of Personalization Type and Message Involvement. *Journal of Interactive Advertising*.
- Pfeuffer, A.**, Phua, J., & Primovic, M. (Under review). Trusting on a Whim: Content Attributes Signaling Trust in Online Consumer Product Reviews. *Journal of Advertising Research*.
- Pfeuffer, A.** (In preparation for journal submission). How to Disclose? The Role Sponsorship Disclosure Modality in Disclosure Effects.
- Pfeuffer, A.** & Huh, J. (In preparation for journal submission). The Effects of Sponsorship Disclosure in eWOM and Underlying Mechanism.
- Pfeuffer, A.** & Dong, C. (Data analysis). All my Friends Are Doing It: Social Context Advertising and the Role of Privacy Concern.

### Non-refereed Publication:

- Pfeuffer, A.** (2016, September). Graduate Student Spotlight. *American Academy of Advertising Newsletter*.

### Refereed Conference Presentations:

- Pfeuffer, A.** & Phua, J. (2021). Trusting on a Whim: Content Attributes Signaling Trust in Online Consumer Product Reviews.
- Presented at the 19<sup>th</sup> International Conference on Research in Advertising (ICORIA) 2021 in Bordeaux, France (virtual)
- Pfeuffer, A.** & Phua, J. (2021). Stranger Danger? Cue-based Trust in Online Consumer Product Review Videos.
- Presented at the American Academy of Advertising (AAA) Annual Conference 2021.

- Pfeuffer, A. & Huh, J. (2019).** Effects of Different Sponsorship Disclosure Message Types on Consumers' Trust and Attitudes toward Sponsored eWOM.
- Presented at the 18th International Conference on Research in Advertising (ICORIA) 2019 in Krems, Austria
- Pfeuffer, A. & Huh, J. (2019).** The Effects of Sponsorship Disclosure in eWOM and Underlying Mechanism.
- Presented at the American Academy of Advertising (AAA) Annual Conference 2019 in Dallas, TX
- Dong, C., & Pfeuffer, A. (2017).** Tie Strength and Privacy Concern in Social Context Advertising.
- Presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference 2017 in Chicago, IL
- Pfeuffer, A. & Dong, C. (2017).** CSR Advertising Effects and the Role of Expectancy.
- Presented at the International Communication Association (ICA) Annual Conference 2017 in San Diego, CA
- Huh, J. & Pfeuffer, A. (2016).** Antecedents and Consequence of Consumer Trust in Commercial Websites.
- Presented at the International Conference on Research in Advertising (ICORIA) 2016 in Ljubljana, Slovenia
- Pfeuffer, A., Lu, X., Zhang, Y., & Huh, J. (2016).** Effect of Sponsorship Disclosure in YouTube Product Reviews and the Moderating Role of Viewers' Expectancy.
- Presented at the International Conference on Research in Advertising (ICORIA) 2016 in Ljubljana, Slovenia
  - Nominated for best student paper
- Pfeuffer, A., Lu, X., & Zhang, Y. (2016).** Viewer Responses to Sponsorship Disclosure in YouTube Product Reviews: The Moderating Role of Viewers' Expectancy of Sponsored Content.
- Presented at the International Communication Association (ICA) Annual Conference 2016 in Fukuoka, Japan
- Pfeuffer, A. (2016).** Food Advertising on Children's Television – A Content Analysis of Advertising on the Disney Channel.
- Presented at the American Academy of Advertising (AAA) Annual Conference 2016 in Seattle, WA
- Pfeuffer, A. & Murphy, H. (2015).** The Effect of Facebook Use and Social Comparison Orientation on Subjective Well-Being.
- Presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference 2015 in San Francisco, CA
- Pfeuffer, A. (2012).** The Effectiveness of Radical Openness in Online Advertising.
- Presented at the Western Psychological Association (WPA) Annual Conference 2012 in Burlingame, CA

#### Invited Talks:

- Pfeuffer, A.** New Answers to Old Questions? Effects and Mechanisms of Native Advertising Formats.
- Presented at the Grady AIM Club Research Talk in the Fall 2018 semester.
- Pfeuffer, A.** The Effects and Underlying Mechanisms of Sponsorship Disclosure in eWOM.
- Presented at the University of Amsterdam's Amsterdam School of Communication Research in August 2017.

#### Media Coverage:

Curious and Interesting – From the Journal of Current Issues and Research in Advertising. (2021). What is the Effect of Sponsorship Disclosure in YouTube Product Reviews?  
 American Academy of Advertising Podcast. (2020). Why join AAA? Why go to the conference?

College of Journalism and Mass Communication. (2020). Brands gain or lose trust from consumers based on transparency and type of sponsorship agreement with online reviewers  
 The Red and Black. (2020). UGA professors implement a variety of class formats to accommodate for COVID-19  
 Grady Newsource. (2019). KEBA Sandwiches Closure: Local Businesses Can Struggle With Brand Awareness

## **Teaching Experience:**

### **Instructor of Record**

Grady College of Journalism and Mass Communication Fall 2018 - present  
 University of Georgia, Athens, GA

- Taught undergraduate advertising and public relations courses

#### Courses taught:

ADPR 3100 – Principles of Advertising Spring 2021  
 ADPR 3400 – Insights and Analytics Fall 2018 & 2019  
 ADPR 5710 – Advertising and Communication Management Fall 2018, 2020, 2021 & Spring 2019  
 JRMC 8160 – The Psychology of Advertising Fall 2021

Hubbard School of Journalism and Mass Communication Fall 2016  
 University of Minnesota, Minneapolis, MN

- Taught undergraduate course in strategic communication

#### Course taught:

JOUR 3201 – Principles of Strategic Communication

Department of English and American Studies 2012-2014  
 Julius-Maximilians-Universität, Würzburg, Germany

- Taught English and Communication courses at the undergraduate and graduate level

#### Courses taught:

Communication Principles  
 Academic Communication  
 Advanced English Practice I  
 Advanced English Practice II  
 English Structure and Idiom  
 Text Production I  
 Text Production II  
 Übersetzung Englisch-Deutsch

### **Teaching Assistant**

Hubbard School of Journalism and Mass Communication Fall 2014 – Spring 2018  
 University of Minnesota, Minneapolis, MN

#### Courses:

JOUR 3004W – Information for Mass Communication Fall 2015 & 2017  
 JOUR 3005 – Mass Media Effects Spring 2017 & 2018  
 JOUR 3201 – Principles of Strategic Communication 2018  
 JOUR 3253 – Account Planning Fall 2014  
 JOUR 3261 – Media Planning Fall 2015  
 JOUR 4274W – Advertising and Society Spring 2015

Spring 2015,  
2016, & 2017;  
Fall 2016 & 2017

Department of Communication  
George Mason University, Fairfax, VA

- Assisted in teaching mass communication theory to a course of 20 students

Course:

COMM 302 – Foundations of Mass Communication

Spring 2010

**Guest Lectures**

Grady College of Journalism and Mass Communication  
University of Georgia, Athens, GA

Courses:

JOUR 5320 – Journalism Ethics

Spring 2019

GRSC 7770 – Grady Graduate Seminar

Fall 2018

Hubbard School of Journalism and Mass Communication  
University of Minnesota, Minneapolis, MN

Courses:

JOUR 4274W – Advertising and Society

Spring & Fall 2017

- Taught lessons on stereotyping, advertising to children, sex in advertising, advergames, and product placement

JOUR 3004W – Information for Mass Communication

Fall 2015

- Taught the lesson on managing and synthesizing information

JOUR 3253 – Account Planning

Fall 2015

- Taught the lesson on advertising pre- and post-testing

**Relevant Professional Experience:**

**Participant**

Summer 2021

University of Georgia Active Learning Summer Institute, Athens, GA

- Attended presentations and workshops with teaching experts
- Redesigned upcoming course to implement active learning techniques

**Visiting Professor**

Summer 2020

AEF Visiting Professor Program (Online)

- Attended presentation and workshops with advertising professionals from various agencies

**Research Assistant to Dr. Jisu Huh**

Fall 2016

Hubbard School of Journalism and Mass Communication, University of Minnesota, Minneapolis, MN

- Collaborated on manuscript “Development of Trust Scores in Social Media (TSM) Algorithm and Application to Advertising Practice and Research” published in the *Journal of Advertising*

**Graduate Research Intern** Summer 2015  
Hispanic Advocacy and Community Empowerment through Research,  
Minneapolis, MN

- Designed community-based quantitative survey study and analysis plan

**Intern** Summer 2013  
Gerryland Advertising, Würzburg, Germany

- Contributed in the creation of advertising strategies and campaigns
- Created scripts for video and audio productions

**Independent Communication Specialist** Summer 2013  
Flying Superkids, Aarhus, Denmark

- Created public relations material for marketing communication in Germany

**Volunteer Counselor and Activities Coordinator** 2010-2011  
AFS Intercultural Experiences, Los Angeles, CA

- Provided monthly counseling and guidance to international exchange students
- Helped organize community service events and student orientations
- Conducted admissions interviews of prospective exchange students

**Public Relations and Design Intern** Summer 2008  
Bavarian Sports Federation, Munich Germany

- Worked as a member of the editorial staff of the magazine *Bayernsport*
- Created print and online advertisements for the sports magazine, the company website, and the German Lottery website

## Service:

### **Reviewer**

- Review academic journal submissions for various journals, including the Journal of Advertising, the International Journal of Advertising, the Journal of Current Issues & Research in Advertising, the Journal of Interactive Advertising, Computers in Human Behavior Reports, and the International Journal of Consumer Studies
- Review manuscript submissions for the International Conference on Research in Advertising (ICORIA) and the American Academy of Advertising (AAA) Annual Conferences

**Admissions Committee Member** Fall 2021 - present  
Grady College of Journalism and Mass Communication  
University of Georgia, Athens, GA

- Collaborate with committee members to set admissions policies
- Make admissions decisions based on the needs of the college

**Doctoral Committee Member** Spring 2019 - present  
Grady College of Journalism and Mass Communication  
University of Georgia, Athens, GA

- Administer comprehensive exams and dissertation defense
- Evaluate doctoral dissertation

<p><b>Academic Advisor</b>  Grady College of Journalism and Mass Communication  University of Georgia, Athens, GA</p> <ul style="list-style-type: none"> <li>Provided academic advice to two master's students and one doctoral student</li> </ul>	Fall 2019 – present
<p><b>Moderator</b>  American Academy of Advertising Annual Conference 2020 (Online)</p> <ul style="list-style-type: none"> <li>Facilitated conference presentation session and moderated questions</li> <li>Kept panelists informed on time management and the presentation process</li> </ul>	Spring 2020
<p><b>Job Search Committee Member</b>  Grady College of Journalism and Mass Communication  University of Georgia, Athens, GA</p> <ul style="list-style-type: none"> <li>Collaborated with committee members to set review policies</li> <li>Reviewed researchers' applications</li> <li>Interviewed applicants at campus visits</li> </ul>	Fall 2018 – Spring 2019

## **Grants and Awards:**

### Funded:

American Academy of Advertising Research Fellowship 2022	Spring 2022
ADPR Research Grant Grady College of Journalism and Mass Communication, University of Georgia	Spring 2019
Ralph D. Casey Dissertation Research Award Hubbard School of Journalism and Mass Communication, University of Minnesota	Fall 2017
William D. Wells Graduate Fellowship Hubbard School of Journalism and Mass Communication, University of Minnesota	Spring 2017
William D. Wells Graduate Fellowship Hubbard School of Journalism and Mass Communication, University of Minnesota	Fall 2016
Kriss Research Support Grant Hubbard School of Journalism and Mass Communication, University of Minnesota	Summer 2016
Graduate Research Partnership Program College of Liberal Arts, University of Minnesota	Summer 2016
Kriss Research Support Grant Hubbard School of Journalism and Mass Communication, University of Minnesota	Spring 2016
William D. Wells Graduate Fellowship Hubbard School of Journalism and Mass Communication, University of Minnesota	Fall 2015
Summer Graduate Research Internship Award University of Minnesota	Summer 2015
Hubbard Graduate Fellowship Hubbard School of Journalism and Mass Communication, University of Minnesota	Fall 2014

Not funded:

American Academy of Advertising Research Fellowship 2021

Fall 2020

Facebook Privacy Preserving Technologies Grant

Fall 2020

National Institutes of Health Notice of Special Interest 2021

Summer 2021

Getting to Yes: Vaccinating Hesitant Populations who experience Health Disparities and Low Vaccination Rates

**Relevant Skills:**

Languages: English, German, French

Computer Skills: MRI Simmons, Ad\$ponder, SPSS, R, Qualtrics, Adobe CS, Final Cut Pro, Microsoft Office, TYPO3 CMS, HTML, databases, and social media