

# BARTOSZ W. WOJDYNSKI

Assistant Professor  
Department of Journalism  
Grady College of Journalism and Mass Communication  
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## ACADEMIC POSITIONS

**2013-present:** Assistant Professor, Department of Journalism, Grady College of Journalism and Mass Communication, University of Georgia

**2011-2013:** Assistant Professor, Department of Communication, Virginia Tech

**2008-2011:** Roy H. Park Doctoral Fellow, School of Media and Journalism, University of North Carolina at Chapel Hill

## EDUCATION

University of North Carolina at Chapel Hill, School of Media and Journalism

### **Ph.D., Mass Communication, August 2011**

Dissertation: *Parsing the Effects of Web Interactivity and Navigability on Information Processing*

Dissertation Chair: Sriram "Sri" Kalyanaraman, Ph.D.

### **M.A., Mass Communication, August 2008**

Thesis: *Multimedia Framing in U.S. Newspapers' Online Coverage of the Iraq War*

Thesis Advisor: Anne Johnston, Ph.D.

University of North Carolina at Chapel Hill, B.A., American Studies & English, December 2001.

## AWARDS AND HONORS

**Second-Place Faculty Paper**, Newspaper and Online News Division, AEJMC 2017

**Top Faculty Paper**, Visual Communication Studies Division, ICA 2017

**Roland Page Outstanding Graduate Faculty Award**, Grady College of Journalism and Mass Communication, University of Georgia 2017

**Runner-up, Best Article of the Year**, *Journal of Advertising*, 2016

**Roland Page Outstanding Graduate Faculty Award**, Grady College of Journalism and Mass Communication, University of Georgia 2016

**Top Faculty Paper**, Visual Communication Division, AEJMC 2016

**AAA Research Fellowship** (w/ N. J. Evans & M. G. Hoy), American Association of Advertising, 2015

**Pre-Tenure Faculty Development Grant**, Provost, Virginia Tech, Summer 2012

**Top Faculty Paper**, Media Ethics Division, AEJMC 2010

**Top Student Paper**, Visual Communication Division, AEJMC 2010

**Top-Three Student Paper**, Journalism Studies Division, ICA 2009

**Top Student Paper**, Open Division, AEJMC Southeast Colloquium 2009

**James D'Aleo Award** (for contributions to the graduate program "above and beyond expectations"), 2011, UNC School of Media and Journalism

**Roy H. Park Ph.D. Fellowship**, 2008-2011, UNC School of Media and Journalism

**Roy H. Park M.A. Fellowship**, 2006-2008, UNC School of Media and Journalism

## **GRANTS AND FUNDING OBTAINED**

**2017: Online News Association Challenge Grant, \$35,000** (Principal Investigator; co-PIs are K. Herndon and I. Pjesivac). Grant to innovate in local news coverage by using 360-degree video to cover water infrastructure.

**2017: ORAU-Directed Research and Development Grant, \$75,000** (Co-PI, with G. Nowak (PI), M. Len-Rios, S.J. Ahn, & N.J. Evans). Grant to conduct digital eye-tracking research on vaccine materials following short educational interventions.

**2016: American Press Institute Research Grant, \$25,000** (Co-PI, with M. Amazeen). Grant to conduct pre-testing and online experiment with diverse sample examining design characteristics of single-sponsor branded news stories and their effects on recognition.

**2015: American Academy of Advertising Research Fellowship, \$1,700** (Co-PI, with N.J. Evans and M.G. Hoy). Used to conduct multiphase study of cognitive load and recognition of covert advertising, including an eye-tracking study of advergames vs. online video advertisements.

**2015: Carter Seed Grant, Grady College of Journalism and Mass Communication** Used to research and prepare application for NSF Research Experience for Undergraduates grant related to eye-tracking mobile media.

**2012: Virginia Tech CLAHS First-Year Faculty Development Grant** Used to attend statistical mediation and moderation analysis course at University of Kansas.

## PEER-REVIEWED JOURNAL PUBLICATIONS

\* denotes graduate student co-author (at time of submission)

Amazeen, M.A., & **Wojdynski, B.W.** (in press). The effects of disclosure format on native advertising recognition and audience perceptions of legacy and online news publishers. Accepted for publication in *Journalism*.

Choi, D. \*, Bang, H. \*, **Wojdynski, B.W.**, Lee, Y. \*, & Keib, K. \* (in press). How brand disclosure timing and brand prominence influence consumers' intention to share branded entertainment content. Accepted for publication at *Journal of Interactive Marketing*.

Keib, K. \*, Espina, C. \*, Lee, Y. \*, **Wojdynski, B.W.**, Choi, D. \*, & Bang, H. \* (2017). Picture this: The influence of emotionally valenced images, on attention, selection, and sharing of social media news. *Media Psychology*. Advance online publication. doi: <http://dx.doi.org/10.1080/15213269.2017.1378108>

**Wojdynski, B.W.**, Bang, H. \*, Keib, K. \*, Jefferson, B.N. \*, Choi, D. \*, Malson, J.L. \* (2017). Building a better native advertising disclosure. *Journal of Interactive Advertising*. Advance online publication.

**Wojdynski, B.W.**, Evans, N.J., & Hoy, M.G. (2017). Measuring sponsorship transparency in the age of native advertising. *Journal of Consumer Affairs*. Advance online publication. doi: 10.1111/joca.12144

**Wojdynski, B.W.** (2016). The deceptiveness of sponsored news articles: How readers recognize and perceive native advertising. *American Behavioral Scientist*, 60 (12), 1475-1491. doi:10.1177/0002764216660140

Myrick, J.G., & **Wojdynski, B.W.** (2016). Moody news: The impact of collective emotion ratings on online news consumers' attitudes, memory, and behavioral intentions. *New Media & Society*, 18 (11), 2576-2594. doi: 10.1177/1461444815598755

**Wojdynski, B.W.**, & Bang, H. \* (2016). Distraction effects of contextual advertising on online news processing: An eyetracking study. *Behaviour & Information Technology*, 35(8), 654-664.

**Wojdynski, B.W.**, & Evans, N.J. (2016). Going native: Effects of disclosure position and language on the recognition and evaluation of online native advertising. *Journal of Advertising*, 45(2), 157-168. doi: 10.1080/00913367.2015.1115380

**Wojdynski, B.W.**, & Kalyanaraman, S. (2016). The three dimensions of Web site navigability: Explication and effects. *Journal of the American Society for Information Science and Technology (JASIST)*, 67(2), 454-464. doi: 10.1002/asi.23395.

Bang, H. \*, & **Wojdynski, B.W.** (2016). Tracking users' visual attention and responses to personalized advertising based on task cognitive demand. *Computers & Human Behavior*, 55B, 867-876. doi: [doi:10.1016/j.chb.2015.10.025](http://dx.doi.org/10.1016/j.chb.2015.10.025)

Bailey, E. \*, & **Wojdynski, B.W.** (2015). Effects of meaningful entertainment on altruistic behavior: Investigating potential mediators. *Journal of Broadcasting and Electronic Media*, 59(4), 603-619. doi: 10.1080/08838151.2015.1093484.

**Wojdynski, B. W.** (2015). Interactive data graphics and information processing: The moderating role of involvement. *Journal of Media Psychology*, 27 (1), 11-21. doi: 10.1027/1864-1105/a000127

**Wojdynski, B.W.** (2015). Text remains most useful format for online news sites. *Newspaper Research Journal*, 36 (1), 108-121. doi: 10.1177/0739532915580318

Malik, C. & **Wojdynski, B.W.** (2014). Boys Earn, Girls Buy: Depictions of Materialism on U.S. Children's Branded-Entertainment Websites. *Journal of Children and Media*. 8(4), 404-422.

Magee, R.G., & **Wojdynski, B. W.** (2012). Mortality salience effects on selective exposure and cognitive processing on the Web. *Cyberpsychology, Behavior, and Social Networking*, 15 (12), 663-668.

**Wojdynski, B.W.**, & Riffe, D. (2011). What kind of media, and when? Public opinion about press coverage of politicians' private lives. *Journal of Mass Media Ethics*, 26 (3), 206-223.

**Wojdynski, B.W.** (2011). Interactivity as a super-variable: Dimensions and implications for theory. *Web Journal of Mass Communication Research*, 30. Retrieved from <http://wjmc.org/vol30>

## BOOK CHAPTERS

**Wojdynski, B.W.** (2016). Native advertising: Deception or engagement? In R. Brown, V. K. Jones, and B. M. Wang (Eds.), *The New Advertising: Branding, Content and Consumer Relationships in a Data-Driven, Social Media Era*. Santa Barbara, CA: Praeger/ABC Clio.

**Wojdynski, B. W.** (2016). Games and quizzes in online journalism: Reaching users via interactivity and customization. In H. Gangadharbatla, & D. Davis (Eds.) *Emerging Research and Trends in Gamification* (pp. 329-355). Hershey, PA: Information Science Reference. doi:10.4018/978-1-4666-8651-9.ch014

Kalyanaraman, S., & **Wojdynski, B.W.** (2015). Affording control: How customization, interactivity, and navigability affect psychological responses to technology. In S. S. Sundar (Ed.), *The Handbook of Psychology and Communication Technology*, pp. 425-444. West Sussex, England: Wiley-Blackwell.

## REFEREED PAPER PRESENTATIONS

Keib, K. M., & **Wojdynski, B.W.** (2018, May). That Looks Incredible! Design Cues, Cognitive Heuristics, and Credibility Evaluations of Fake News. Accepted for presentation at the 68<sup>th</sup> annual International Communication (ICA) Conference, Prague, Czech Republic.

Bang, H., Choi, D., Lee, Y., & **Wojdynski, B.W.** (2018, May). How the Level of Personalization Affects the Effectiveness of Personalized Ad Messages: The Moderating Role of Narcissism. Accepted for

presentation at the 68<sup>th</sup> annual International Communication (ICA) Conference, Prague, Czech Republic.

Amazeen, M.A., & **Wojdynski, B.W.** (2017, November). How audience characteristics and sponsorship transparency affect recognition of native advertising and perceptions of publishers. Paper presented at the 2017 Branded Content Research Network Conference, London, United Kingdom.

Keib, K. M., **Wojdynski, B.W.**, Espina, C., Malson, J.L., Jefferson, B.N., & Lee, Y-I. (2017, August). Mobile Moves: Engagement, Emotion and Attention to Social Media Images on Mobile and Desktop Screens. Paper presented at the 100<sup>th</sup> annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Chicago, IL.

Amazeen, M.A., & **Wojdynski, B.W.** (2017, August). The Effects of Disclosure Format on Native Advertising Recognition and Audience Perceptions of Legacy and Online News Publishers. Paper presented at the 100<sup>th</sup> annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Chicago, IL.

Keib, K. M., & **Wojdynski, B.W.** (2017, August). Fake News, Real Cues: Cues and Heuristics in Users' Online News Credibility Judgments. Paper presented at the 100<sup>th</sup> annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Chicago, IL.

**Wojdynski, B.W.**, Espina, C., Keib, K.M., Malson, J.L., Bang, H., & Lee, Y-I (2017, May). Where Readers Look, and What They Miss: Visual Attention to Online News. Paper presented at the 67<sup>th</sup> annual International Communication (ICA) Conference, San Diego, CA.

Pjesivac, I.R., **Wojdynski, B.W.**, & Geidner, N. (2017, May). Information Graphics as Orienting Response: An Eye-Tracking Study of The Role of Visual Attention in Processing of Television News. Paper presented at the 67<sup>th</sup> annual International Communication (ICA) Conference, San Diego, CA.

Evans, N.J., **Wojdynski, B.W.**, & Hoy, M.G. (2017, March). Sponsorship Transparency as a Mediator of Negative Effects of Covert Ad Recognition. Paper presented at the 2017 American Academy of Advertising conference, Boston, MA.

Hahm, J.M., Chung, U.C., & **Wojdynski, B.W.** (2017, March). Attribute and Benefit Claims in Food Advertising: A Content Analysis of Major Women's Magazines, 2013–2015. Paper presented at the 2017 American Academy of Advertising conference, Boston, MA.

Guidry, J.P.D., Orr, C.A., Carlyle, K., Jin, Y., Lee, Y.-I., **Wojdynski, B.W.**, Messner, M., & Meganck, S. (2016, September). *Getting the word out about zika: Visuals, text, fear, and reassurance*. Paper presented at the 18<sup>th</sup> annual European Public Relations Education and Research Association (EUPRERA) Congress, Gröningen, Netherlands.

**Wojdynski, B.W.**, & Evans, N.J. (2016, August). I didn't see that label! Using eye-tracking to evaluate design and deceptiveness in native advertising news stories. Accepted for presentation at the 99<sup>th</sup>

annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Minneapolis, MN.

Keib, K.M., Espina, C., Lee, Y.-I., **Wojdynski, B.W.**, Choi, D., & Bang, H. (2016, August). *Picture perfect: How photographs influence emotion, attention, and selection in social media news posts*. Accepted for presentation at the 99<sup>th</sup> annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Minneapolis, MN.

Choi, D., Bang, H., **Wojdynski, B.W.**, Lee, Y.-I., Keib, K. M., Espina, C., & Kim, K. (2016, July). *When do viewers share viral video advertising? The role of brand prominence and brand disclosure timing*. Accepted for presentation at the 2016 Global Marketing Conference, Hong Kong, HK.

**Wojdynski, B.W.**, Bang, H., Choi, D., Eaddy, L.L., & Lewis, W.A. (2016, March). *Effects of article features on consumers' recognition and evaluation of sponsored content*. Presented at the 2016 American Academy of Advertising Conference, Seattle, WA.

**Wojdynski, B.W.**, Evans, N.J., & Hoy, M. G. (2016, March). *Measuring sponsorship transparency in an era of native advertising*. Presented at the 2016 American Academy of Advertising Conference, Seattle, WA.

**Wojdynski, B.W.** & Lee, Y.-I. (2016, February). *Effects of photographic and textual framing in nutritional messages on visual attention, recall, and persuasion*. Presented at the 3rd Media + Health Symposium, Richmond, VA.

Bailey, E.J., Waddell, T.F., & **Wojdynski, B.W.** (2015, November). *Meaningfully moved but connected to whom? The roles of age, race, and universal orientation in the effects of meaningful media on altruistic behavior*. Presented at the 101<sup>st</sup> Annual National Communication Association (NCA) Convention, Las Vegas, NV.

**Wojdynski, B.W.**, Espina, C., Northup, T., Bang, H., Lee, Y.-I., & Sridhar, N. (2015, August). *Exemplification in online slideshows: The role of visual attention on availability effects*. Presented at the 98<sup>th</sup> Annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, San Francisco, CA.

Keib, K., & **Wojdynski, B.W.** (2015, August). *Staying Alive: T.V. News Facebook posts, perceived credibility, and engagement intent*. Presented at the 98<sup>th</sup> annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, San Francisco, CA.

Hwang, T., Espina, C., & **Wojdynski, B.W.** (2015, August). *The influence of Twitter sources on credibility in online news*. Presented at the 98<sup>th</sup> annual Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, San Francisco, CA.

**Wojdynski, B.W.**, Evans, N.J., & Hoy, M.G. (2015, June). *Developing a Sponsorship Identification Transparency (SIT) Scale in the Age of Native Advertising*. Presented at the AMA Marketing and Public Policy Conference (MPPC), Washington, D.C.

**Wojdynski, B.W.**, & Parks, P.R. (2015, May). *The second digital revolution: U.S. newspapers' design for the mobile Web*. Presented at the 65<sup>th</sup> annual International Communication (ICA) Conference, San Juan, Puerto Rico.

Bang, H., & **Wojdynski, B.W.** (2015, March). *Tracking users' visual attention and responses to personalized advertising based on task cognitive demand*. Presented at the annual conference of the American Academy of Advertising (AAA), Chicago, IL.

**Wojdynski, B.W.**, & Myrick, J.G. (2014, November). *All the moods that are fit to click: Effects of interactive emotion meters on attitudes, recall, and sharing intentions in online news*. Presented at the National Communication Association (NCA) Convention, Chicago, IL.

**Wojdynski, B.W.**, & Evans, N. J. (2014, August). *Deception by design? Analyzing native advertising design and disclosure on news websites*. Presented at the 2014 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Montreal, Canada.

**Wojdynski B.W.**, & Dillman Carpentier, F. R. (2014, May). *Manipulating and measuring involvement in mass communication research, 1990-2009*. Presented at the 64<sup>th</sup> Annual International Communication (ICA) Conference, Seattle, WA.

Bailey, E., & **Wojdynski, B.W.** (2014, May). *Viewing meaningful entertainment and altruistic behavior: Investigating potential mediators*. Presented at the 64<sup>th</sup> Annual International Communication (ICA) Conference, Seattle, WA.

Matthiessen, A. C., & **Wojdynski, B. W.** (2014, May). *Effects of narrative modality and transportation in charitable appeals*. Presented at the 64<sup>th</sup> Annual International Communication (ICA) Conference, Seattle, WA.

Myrick, J.G., & **Wojdynski, B. W.** (2014, May). *Moody news: The impact of collective emotion ratings on readers' attitudes toward and memory for content*. Presented at the 64<sup>th</sup> Annual International Communication (ICA) Conference, Seattle, WA.

**Wojdynski, B.W.**, & Northup, T. (2013, June). *Choose your own exemplar: Exemplification and risk in interactive online news*. Presented at the 63<sup>rd</sup> Annual International Communication (ICA) Conference, London, UK.

Matuszak, S., **Wojdynski, B.W.**, & Carlson, K. (2013, June). *Looks good to me...or not: The impact of Web site aesthetics on online job seekers*. Presented at the 63<sup>rd</sup> Annual International Communication (ICA) Conference, London, UK.

**Wojdynski, B.W.** (2012, August). *Effects of three dimensions of Web navigability on attitudes and perceptions of an organizational site*. Presented at the 2012 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Chicago, IL.

Magee, R.G., & **Wojdynski, B. W.** (2012, August). *Mortality salience effects on selective exposure and cognitive processing on the Web*. Presented at the 2012 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Chicago, IL.

**Wojdynski, B. W.**, & Kalyanaraman, S. (2012, May). *Often Mentioned, Hardly Measured: Explicating and Measuring Website Navigability*. Presented at the 62<sup>nd</sup> Annual International Communication Association (ICA) Conference, Phoenix, AZ.

**Wojdynski, B. W.**, & Kalyanaraman, S. (2012, May). *Parsing the Effects of Website Interactivity and Navigability*. Presented at the 62<sup>nd</sup> Annual International Communication Association (ICA) Conference, Phoenix, AZ.

**Wojdynski, B. W.** (2012, April). *The role of involvement in effects of communication technology*. Accepted for presentation at the 24<sup>th</sup> International Academy of Business Disciplines (IABD) Annual Meeting, Long Beach, CA.

**Wojdynski, B. W.** (2011, October). *Classifying interactive media forms: The two dimensions that matter*. Presented at the Journalism Interactive Conference, College Park, MD.

**Wojdynski, B. W.** (2010, August). *Graphical depictions of quantitative data: Can interactivity affect recall and attitudes?* Presented at the 2010 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Denver, CO [**Top Student Paper, Visual Communication Division**].

**Wojdynski, B. W.**, & Riffe, D. (2010, August). *Public Opinion about News Coverage of Leaders' Private Lives: A Role for "New" vs. "Old" Media?* Presented at the 2010 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Denver, CO. [**Top Faculty Paper, Media Ethics Division**].

**Wojdynski, B. W.** (2010, August). *Text is still best: Online editors' attitudes toward news story platforms*. Presented at the 2010 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Denver, CO.

**Wojdynski, B. W.** (2010, August). *When the Computer Became Personal: Print Ads for Early Home Computers*. Presented at the 2010 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Denver, CO.

Weaver, D. W., **Wojdynski, B.W.**, McKeever, R. & Shaw, D.L., (2010, May). *Vertical and Horizontal Media Communities: Need for orientation, media use, and agendamelding*. Presented at the 63<sup>rd</sup> Annual Conference of the World Public Opinion Association (WAPOR), Chicago, IL.

**Wojdynski, B. W.** (2010, April). *Interactivity as Supervariable: Dimensions, Mediators, Confounds and their Implications for Theory*. Presented at New Media Theory: How Far Have We Traveled, Lubbock, TX.



**Wojdynski, B. W.** (2009, August). *A multi-dimensional model of involvement with news messages*. Presented at the 2009 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Boston, MA.

Malik, C. & **Wojdynski, B. W.** (2009, August). *Living in a material Web: Gender and materialism on children's Web sites*. Presented at the 2009 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Boston, MA.

**Wojdynski, B. W.** (2009, August). *When reporters blog: Gatekeeping in mainstream newspapers' blog coverage of ongoing and breaking news events*. Presented at the 2009 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Boston, MA.

Ruel, L. & **Wojdynski, B. W.** (2009, August). *Effects of hyperlink density on Web page reading: an eyetracking study*. Presented at the 2009 Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Boston, MA.

**Wojdynski, B.W.** (2009, May). *The Interactive Newspaper: Multimedia framing and the Iraq War*. Presented at the 59<sup>th</sup> Annual International Communication Association (ICA) Conference, Chicago, IL. **[Top Three Student Paper, Journalism Studies Division]**.

**Wojdynski, B. W.** & Smith, J. (2008, October) *The participatory Web: Demographic predictors of online content creation*. Presented at Convergence and Society: The Participatory Web, Columbia, SC.

**Wojdynski, B. W.** (2008, May). *Defining the Democrats: Mainstream online media and the early framing of the 2008 Democratic primary campaign*. Presented at the 58<sup>th</sup> Annual International Communication Association (ICA) Conference, Montreal, Canada.

## INVITED PRESENTATIONS AND PUBLICATIONS

Invited research lecture, "Design, Deception and Persuasion in Native Advertising," University of South Carolina School of Journalism and Mass Communication, (March, 2016), Columbia, SC.

Invited research lecture, "The Psychology of Native Advertising," University of Florida School of Journalism and Communications, (September, 2015), Gainesville, FL.

Invited panel presentation entitled "Examining the Practice and Ethical Implications of Native Advertising for Public Relations and Advertising," Association for Education in Journalism and Mass Communication, Annual Meeting, (August, 2015), San Francisco, CA.

Invited research lecture, "Design, Attention, and Information Processing" for Mary Junck Research Colloquium, UNC School of Media and Journalism, (October, 2014), Chapel Hill, NC.

Invited panelist and moderator in a session entitled “From Landing a Job to Getting Tenure: Building an Academic Career,” Association for Education in Journalism and Mass Communication Midwinter Conference, (March 2013), Norman, OK.

Invited research lecture entitled “The Changing Psychology of Digital News” for Science and Technology in Society (STS) Graduate Seminar Series, (September, 2012), Blacksburg, VA.

Invited presenter and panelist in a session entitled “What’s Next for Research on Participatory Journalism?” Association for Education in Journalism and Mass Communication, Annual Meeting, (August, 2012), Chicago, IL.

**Wojdynski, B.W.** (2009, November). Social media relations: Effective messaging through Twitter and beyond. Invited presentation at the North Carolina Association of Government Information Officers (NCAGIO) Annual Seminar, Raleigh, NC.

**Wojdynski, B. W.,** & Smith, J. (2009, April). Modeling demographic predictors of content creation. *The Convergence Newsletter*. 6 (6).

Ruel, L., Paul, N., Holman, L., **Wojdynski, B.**, Evans, T., & Novak, K. (2008, September). What makes Web sites work? Lessons from the lab. Presented at the Society For News Design Conference in Las Vegas, NV.

## TEACHING EXPERIENCE

### At The University of Georgia (Fall 2013 – present)

#### **Undergraduate Courses**

JOUR 3330: Coding (Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017)

JOUR 3330e: Coding [online] (Fall 2017, Spring 2018, planned Fall 2019)

JOUR 5380e/7380e: Data Gathering and Visualization (Summer 2015, Summer 2016, Summer 2017) [online]

JOUR 5990: Graphic Design for Digital News (Spring 2016)

JOUR 5990: Multimedia Journalism, (Fall 2013, Spring 2014, Spring 2015, Fall 2015)

JOUR 5990: Data and Information Visualization for Journalists (Spring 2014)

JOUR 5850: Digital Journalism Capstone (Fall 2017)

#### **Graduate Courses:**

JRLC 8050: Content Analysis Seminar (Spring 2016 as group independent study)

JRLC 8350: Media Effects Seminar (Spring 2018)

JRLC 8350: The Psychology of Communication Technology (Fall 2014; Spring 2017)

JRMC 7010: Emerging Media Design and Aesthetics (Fall 2016)

JRMC 8016: Interaction Design and Usability (planned Spring 2019)

### **At Virginia Tech (Fall 2011 – 2013)**

#### **Undergraduate Courses**

COMM 3154: Multimedia Reporting (Fall 2011, Spring 2012, Fall 2012)

COMM 4224: Interactive Online Media (Fall 2012)

COMM 2034, Visual Media (Spring 2012, Summer 2012, Spring 2013, Summer 2013)

COMM 4374, New Communication Technology (Summer 2012)

#### **Graduate Course**

COMM 5414, Seminar in Mass Media Effects (Spring 2013)

### **At University of North Carolina at Chapel Hill (Summer 2009 – Spring 2011)**

#### **Undergraduate Course**

JOMC 187, Introduction to Multimedia (Summer, 2009, Spring 2010)

#### **Graduate Course**

JOMC 782, Multimedia Storytelling (Spring 2011)

### **As a Graduate Teaching Assistant (UNC-CH, 2008-2010):**

**JOMC 187, Introduction to Multimedia**, Fall 2008 & Spring 2009 (Prof. Laura Ruel)

**JOMC 221, Audio and Visual Information Gathering**, Fall 2009 (Dr. F. Dillman Carpentier)

**JOMC 445, Media Process and Effects**, Fall 2010 (Dr. Sri Kalyanaraman)

## **ADDITIONAL FUNDED RESEARCH EXPERIENCE**

**Research Assistant**, Poynter Eyetracking Grant (under Prof. Laura Ruel), Summer 2008 UNC School of Media and Journalism, Chapel Hill, NC.

**Research Assistant to** AgendaMelding Project (under Drs. Donald Shaw and David Weaver) Summer 2008. UNC School of Media and Journalism, Chapel Hill, NC.

**Graduate Research Consultant** (funded position) for Dr. Craig Carroll, Spring 2008. UNC School of Media and Journalism, Chapel Hill, NC.

## **PROFESSIONAL EXPERIENCE**

### **Web Content Development & Research:**

**Usability and User Testing Consultant**, PoweringANation.org (Summer, 2010)

- Developed, conducted, and reported to staff on user tests for three interactive multimedia news features

**Research Assistant II**, Clinical Tools, Inc., Chapel Hill, NC (2003-2006)

- Co-authored proposal for National Institute on Drug Abuse contract #N44DA-4-5523,

*BrainTrain4Kids: A New Delivery of the Brain Power Program*, funded 6/2004.

- Authored proposal for National Aeronautics and Space Association contract #NNM04AA74C, *Bodies In Space: Online Education for Secondary School Students*, funded 11/2003.
- Wrote, storyboarded, and designed content for all six modules of *BrainTrain4Kids.com*, a Flash-based Web drug prevention curriculum.
- Designed and led formative research, iterative usability testing and evaluation of *BrainTrain4Kids.com*.

**Distance Education Specialist**, LEARN NC, Chapel Hill, NC (2001-2003)

- Created online teacher-to-teacher and teacher-to-student distance learning courses offered through the company's Virtual Classroom.

### Journalism:

**Staff Writer / Stringer/Columnist**, *The Chapel Hill News*, 1997-2002 (including a few breaks)

**Managing Editor**, *UNC Blue & White*, Chapel Hill, NC, 2000-01.

**Associate Editor**, *UNC Blue & White*, Chapel Hill, NC, 1999-2000.

**Copy Editor & Staff Writer**, *Daily Tar Heel*, Chapel Hill, NC, 1999.

**Writer/Copy Editor**, *UNC Blue & White*, Chapel Hill, NC, 1998-99.

## SERVICE

### To the discipline:

**Head**, Communication and Technology Division, Association for Education in Journalism and Mass Communication (AEJMC), 2015-16.

**Vice Chair and Program Head**, Communication and Technology Division, Association for Education in Journalism and Mass Communication (AEJMC), 2014-15.

**Paper Reviewer**, Information Systems division and Communication and Technology division, International Communication Association, 2015 Conference.

**Research Chair**, Communication and Technology Division, Association for Education in Journalism and Mass Communication (AEJMC), 2013-14.

**Paper Reviewer**, Communication Theory and Methodology Division, AEJMC, 2014.

**Book Reviewer**, AEJMC Tankard Book Award, 2014.

**Paper Reviewer**, Information Systems division, Communication and Technology division, and Journalism Studies division, International Communication Association, 2014 Conference.

**Moderator**, Communication Technology Division, Communication and Technology Division Research Session, Association for Education in Journalism and Mass Communication, Annual Convention, Washington, D.C., August 2013.

**Paper Reviewer**, Communication Theory and Methodology Division and Communication Technology Division, for AEJMC Annual Meeting, May 2013

**Discussant**, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), Norman, OK, March 2013.

**Discussant**, Communication and Technology Division, Association for Education in Journalism and Mass Communication (AEJMC), Norman, OK, March 2013.

**Mid-Winter Conference Chair**, Communication and Technology Division, Association for Education in Journalism and Mass Communication (AEJMC), 2012-13.

**Discussant**, Communication and Technology Division Research Session, Association for Education in Journalism and Mass Communication, Annual Convention, Chicago, IL., August 2012.

**Professional Freedom and Responsibility Chair**, Communication and Technology Division, Association for Education in Journalism and Mass Communication (AEJMC), 2011-12.

**Manuscript Reviewer:**

**2017:** *Computers in Human Behavior, Media Psychology, Journal of Interactive Advertising, Journal of Advertising, Journalism and Mass Communication Quarterly, Journal of Consumer Affairs*

**2016:** *Mass Communication & Society, Media Psychology, Journal of Interactive Marketing, Journal of Current Issues in Research in Advertising, Journalism & Mass Communication Quarterly (x 2), Computers in Human Behavior, International Journal of Human-Computer Interaction, Journal of Interactive Advertising.*

**2015:** *Mass Communication & Society, Journalism & Mass Communication Quarterly, Cyberpsychology, Behavior, and Social Networking (x3)*

**2014:** *New Media & Society, Journalism and Mass Communication Quarterly (x2), Cyberpsychology, Behavior, and Social Networking (x4)*

**2013:** *Cyberpsychology, Behavior, and Social Networking (x3)*

**2012:** *Communication Research; Cyberpsychology, Behavior, and Social Networking; Media Psychology*

**2011:** *Journal of Broadcasting and Electronic Media*

**Discussant**, Open Division Research Session, Association for Education in Journalism and Mass Communication Southeast Colloquium, Blacksburg, VA, March 2012.

**Paper Reviewer**, Works-in-Progress, ACM CHI Conference on Human Factors in Computing Systems, 2011.

**Co-Chair, AEJMC Best of the Web Competition**, on behalf of Communication and Technology Division, Association for Education in Journalism and Mass Communication (AEJMC), 2009-10, 2010-11.

**Moderator**, “Adoption and Impacts: Online and 3D Technologies,” Communication and Technology Division, Association for Education in Journalism and Mass Communication, Annual Convention, St. Louis, MO, August 2011.

**Paper Reviewer**, Communication and Technology division and Information Systems division, International Communication Association, 2011 Conference.

**Moderator**, Open Division, Association for Education in Journalism and Mass Communication, Southeast Colloquium, Chapel Hill, NC, March 2010.

**Moderator**, Communication and Technology Division, Association for Education in Journalism and Mass Communication, Annual Convention, Boston MA, August 2009.

**Graduate Student Volunteer**, Society for News Design (SND) SND.ies Annual Awards, Chapel Hill NC, August, 2008.

**To the college and university:**

**Director**, Grady College Research Participation Pool, Grady College, University of Georgia, September 2013-present

**Member**, Graduate Committee, Grady College, University of Georgia, 2015—present.

**Member**, Clinical Professor Search Committee, Grady College, University of Georgia, Fall 2015.

**Member**, Emerging Media Master’s Program Development Committee, Grady College, University of Georgia, March 2014 – present.

**Member**, Distance Learning Committee, Grady College, University of Georgia, February 2014 – 2015.

**Member**, New Media Institute Lecturer Search Committee, Grady College, University of Georgia, May-June 2014.

**Member**, Digital & Broadcast Journalism Tenure-Track Search Committee, Grady College, University of Georgia, November 2013- February 2014.

**Member**, Graduate Program Committee, Department of Communication, Virginia Tech, Fall 2012-present.

**Member**, Communication Department Honorifics Committee, Department of Communication, Virginia Tech, Fall 2011-present.

**Member**, Multimedia Journalism Instructor Search Committee, Department of Communication,

Virginia Tech, Fall 2011.

**Co-chair**, Research Roundtable, UNC-CH School of Media and Journalism, 2009-2010.

**Member**, Online Master's Committee, UNC-CH School of Media and Journalism, Fall 2009.

**Judge**, North Carolina Scholastic Media Awards, 2008, 2009, 2010, and 2011.

### **Graduate Student Committee Service**

#### **Doctoral Dissertation Chair:**

- Kate Keib, Grady College of Journalism and Mass Communication, University of Georgia. Ph.D., May 2017
- Brittany N. Jefferson, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation May 2019

#### **Doctoral Dissertation Committee Member:**

- Hyejin Bang, Grady College of Journalism and Mass Communication, University of Georgia, Ph.D., May 2017.
- LaShonda Eaddy, Grady College of Journalism and Mass Communication, University of Georgia. Ph.D., May 2017.
- Dongwon Choi, Grady College of Journalism and Mass Communication, University of Georgia. Ph.D., August 2017.
- Mark Tatge, School of Journalism and Mass Communications, University of South Carolina, Ph.D. December 2017
- Camila Espina, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2018
- Marlit Hayslett, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2018
- Jungmin Hahm, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2018
- Taisik Hwang, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2018
- Sungsu Kim, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2018
- Yen-I Lee, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2018
- Dooyeon Park, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May, 2018
- Hyoyeun Jun, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2019
- Jihoon Kim, Grady College of Journalism and Mass Communication, University of Georgia. Expected Graduation: May 2019

**Master's Thesis Committee Member:**

- Alec Tefertiller, Valenti School of Communication, University of Houston, Graduated May 2014.
- Erica Bailey, Department of Communication, Virginia Tech, Graduated May 2013.
- Margaret Fesenmaier, Department of Communication, Virginia Tech, Graduated May 2013.
- Whitney Farmer, Department of Communication, Virginia Tech, Graduated May 2012.

**PROFESSIONAL ASSOCIATION MEMBERSHIPS**

American Academy of Advertising  
Association for Education in Journalism and Mass Communication  
International Communication Association  
Online News Association

**SOFTWARE PROFICIENCIES**

Proficient: Adobe Photoshop, Dreamweaver, Illustrator, Flash, InDesign, & Fireworks; Final Cut Pro; Soundslides, Audacity, SPSS, R, and AMOS statistical software, Tobii Studio, HTML5, CSS, and JavaScript

Basic: Joomla CMS, Python, PHP / MySQL database interaction, mPlus statistical software.