

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

Intensive 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.**, 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:

- Karnatz, C., Kadam, P., **Pfeuffer, A.**, & Dwivedi, P. (Under second review). The Portrayal of Forest Certification in National and State Newspapers of the United States. *Forest Policy and Economics*.
- Pfeuffer, A.** & Phua, J. (First revision). Stranger Danger? Cue-based Trust in Online Consumer Product Review Videos. *International Journal of Consumer Studies*.
- 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). Privacy Concern in Social Context Advertising.
- Pfeuffer, A.** (Data collection). How to Disclose? The Role Sponsorship Disclosure Modality in Disclosure Effects.
- Pfeuffer, A.**, Phua, J., & Primovic, M. (Stimuli creation). Content Attributes Signaling Trust in Online Consumer Product Reviews.

Non-refereed Publication:

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

Refereed Conference Presentations:

- Pfeuffer, A.** & Phua, J. (Forthcoming). Stranger Danger? Cue-based Trust in Online Consumer Product Review Videos.
- To be 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.

Teaching Experience:

Instructor of Record

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| Grady College of Journalism and Mass Communication University of Georgia, Athens, GA | Fall 2018 - present |
| <ul style="list-style-type: none"> ▪ Teach undergraduate advertising and public relations courses | |
| <u>Courses taught:</u> | |
| ADPR 3400 – Insights and Analytics | Fall 2018 & 2019 |
| ADPR 5710 – Advertising and Communication Management | Fall 2018, 2020 & Spring 2019 |
| School of Journalism and Mass Communication University of Minnesota, Minneapolis, MN | |
| <ul style="list-style-type: none"> ▪ Taught undergraduate course in strategic communication | |
| <u>Courses taught:</u> | |
| JOUR 3201 – Principles of Strategic Communication | Fall 2016 |

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:

Advanced English Practice I
Advanced English Practice II
English Structure and Idiom
Text Production I
Text Production II
Communication Principles
Academic Communication

Teaching Assistant

School of Journalism and Mass Communication Fall 2014 - present
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 Spring 2010
George Mason University, Fairfax, VA

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

Course:

COMM 302 – Foundations of Mass Communication

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

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:

Visiting Professor Summer 2020
AEF Visiting Professor Program
▪ Attended presentation and workshops with advertising professionals from various agencies

Research Assistant to Dr. Jisu Huh Fall 2016
School of Journalism and Mass Communication, University of Minnesota
▪ 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
▪ 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

Grants and Awards:

Funded:
ADPR Research Grant Spring 2019
Grady College of Journalism and Mass Communication, University of Georgia

Ralph D. Casey Dissertation Research Award Fall 2017
School of Journalism and Mass Communication, University of Minnesota

William D. Wells Graduate Fellowship Spring 2017

School of Journalism and Mass Communication, University of Minnesota

William D. Wells Graduate Fellowship
School of Journalism and Mass Communication, University of Minnesota

Fall 2016

Kriss Research Support Grant
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
School of Journalism and Mass Communication, University of Minnesota

Spring 2016

William D. Wells Graduate Fellowship
School of Journalism and Mass Communication, University of Minnesota

Fall 2015

Summer Graduate Research Internship Award
University of Minnesota

Summer 2015

Hubbard Graduate Fellowship
School of Journalism and Mass Communication, University of Minnesota

Fall 2014

Not funded:
American Academy of Advertising Research Fellowship Grant 2021

Fall 2020

Facebook Privacy Preserving Technologies Grant

Fall 2020

Relevant Skills:

Languages: Fluent in English, German, and French

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