

**Nathaniel J. Evans Ph.D.**

*Curriculum Vitae*

University of Georgia  
Grady College of Journalism and  
Mass Communication  
Department of Advertising & Public Relations  
120 Hooper St, Office 217  
Athens, GA 30602  
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**ACADEMIC POSITIONS**

Associate Professor (Tenured), Fall 2020 – Present  
Current Graduate Faculty Member  
University of Georgia, Department of Advertising & Public Relations

Assistant Professor (Tenure-track), Fall 2013 – Spring 2020  
Current Graduate Faculty Member  
University of Georgia, Department of Advertising & Public Relations

Instructor of Record (2011-2013)  
College of Communication and Information  
University of Tennessee, Knoxville, TN

Graduate Research Assistant (2008 – 2010)  
College of Communication and Information  
University of Tennessee, Knoxville, TN

**ACADEMIC BACKGROUND**

Ph.D., Communication and Information (Emphasis: Advertising)  
August 2013  
University of Tennessee, Knoxville, TN  
*Dissertation:* “Activating Parents’ Persuasion Knowledge in Children’s Advergaming: Testing the Effects of Advertising Disclosures and Cognitive Load”. (Directed by Dr. Mariea Grubbs Hoy, University of Tennessee).

M.S., Advertising  
September 2010  
University of Tennessee, Knoxville, TN  
*Thesis:* “An Examination of Parental Attitudes Toward Children’s Advergaming: A Parental Socialization Perspective,” (Directed by Dr. Mariea Grubbs Hoy, University of Tennessee).

B.A., Psychology  
May 2004  
Eckerd College, St. Petersburg, FL

## RESEARCH

### *Refereed journal publications*

1. Sun, Shuooya and **Nathaniel Evans** (forthcoming), “Effects of Disclosure, Placement Type and Ad-Context Congruence on Brand and Advertising Recognition: An Exploration of CARE Model Processing,” *Journal of Current Issues and Research in Advertising*. (CiteScore: 1.9)
2. Lim, Jay, **Nathaniel J. Evans**, and Marilyn J. Primovic (2021) “Exploring how disclosure works for listicle-style native advertising: the role of persuasion knowledge, persuasion appropriateness and supplementary disclosure effect of brand social media,” *Journal of Interactive Advertising*, 21, (1), 1-16. (CiteScore: 3.5)
3. Brison, Natasha T., Thomas A. Baker, Kevon Byon, and **Nathaniel J. Evans** (2020), “An Interdisciplinary Examination of the Material Effects of Deceptive Sport Advertisements,” *Journal of Global Sport Management*. DOI:[10.1080/24704067.2020.1711531](https://doi.org/10.1080/24704067.2020.1711531) (CiteScore: 1.7)
4. Nowak, Glen., **Nathaniel J. Evans**, Bart Wojdyski, Sun Joo (Grace) Ahn, Maria Len-Rios, Karen Carera, Scott Hale, and Deborah McFalls. (2020), “Using Immersive Virtual Reality to Improve the Beliefs and Intentions of Influenza Vaccine Avoidant 18-to-49-Year-Olds: Considerations, Effects, and Lessons Learned,” *Vaccine*, 38 (5), 1225-33. <https://doi.org/10.1016/j.vaccine.2019.11.009> (JCR Impact Factor: 3.641)
5. Wojdyski, Bart and **Nathaniel J. Evans** (2020), “The Covert Advertising Recognition and Effects (CARE) model: Processes of Persuasion in Native Advertising and Other Masked Formats,” *International Journal of Advertising*, 39 (1), 4-31. (JCR Impact Factor: 4.620)
6. **Evans, Nathaniel J.**, Bart Wojdyski, and Mariea Grubbs Hoy (2019), “How Sponsorship Transparency Mitigates Negative Effects of Advertising Recognition,” *International Journal of Advertising*, 38 (3), 364-82. DOI:[10.1080/02650487.2018.1474998](https://doi.org/10.1080/02650487.2018.1474998) (JCR Impact Factor: 4.620)
7. **Evans, Nathaniel J.** and Hyejin Bang (2019), “Extending Expectancy Violations Theory to Multiplayer Online Games: The Structure and Effects of Expectations on Attitudes and Behavioral Intent,” *Journal of Promotion Management*, 25 (4), 589-608. (CiteScore: 2.7)
8. **Evans, Nathaniel J.**, Mariea Grubbs Hoy, and Courtney C. Childers (2018), “Parenting YouTube Natives: The Impact of Pre-Roll Advertising and Text Disclosures On Parental Responses to Sponsored Child Influencer Videos,” *Journal of Advertising*, 47 (4), 326-46. DOI:[10.1080/00913367.2018.1544952](https://doi.org/10.1080/00913367.2018.1544952) (JCR Impact Factor: 5.522).
9. Cacciatore, Michael A., Glen Nowak, and **Nathaniel J. Evans** (2018), “It's Complicated: Parent's Knowledge of a 2014-15 U.S. Measles Outbreak and Vaccination Beliefs, Confidence, and Intentions,” *Risk Analysis*, 38 (10), 2178-92. (JCR Impact Factor: 4.000)
10. Campbell, Colin and **Nathaniel J. Evans** (2018), “The Role of a Companion Banner Ad and Sponsorship Transparency in Recognizing and Evaluating Article-Style Native Advertising,” *Journal of Interactive Marketing*, 43 (August), 17-32. (JCR Impact Factor: 6.258)
11. Wojdyski, Bart, **Nathaniel J. Evans** and Mariea Grubbs Hoy (2018), “Measuring Sponsorship Transparency in an Era of Native Advertising,” *Journal of Consumer Affairs*, 52 (1), 115-37. (Impact Factor: 2.131)

12. **Evans, Nathaniel J.**, Joe Phua, Jay Lim, and Hyoyeon Jun (2017), “Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent,” *Journal of Interactive Advertising*, 17 (2), 138-49. (CiteScore: 3.5)  
**\* Awarded Best Article in Journal of Interactive Advertising\***
13. Chess, Shira, **Nathaniel J. Evans**, and Joyya Baines (2017) “What Does a Gamer Look Like? A Study of Video Games, Advertising, and Diversity,” *Television and New Media*, 18 (1), 37-57. doi:10.1177/1527476416644977 (Impact Factor: 3.109)
14. Cacciatore, Michael A., Glen Nowak, and **Nathaniel J. Evans** (2016), “Fostering vaccination: Did a measles outbreak in the United States affect parents’ beliefs, confidence, and intentions?” *Health Affairs*, 35 (2), 334-40. (JCR Impact Factor: 4.950)
15. Wojdyski, Bart and **Nathaniel J. Evans** (2016). “Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising,” *Journal of Advertising*, 45 (2), 157-68. doi:[10.1080/00913367.2015.1115380](https://doi.org/10.1080/00913367.2015.1115380) (JCR Impact Factor: 5.522)  
**\*Finalist for Best Article Award\***  
This article was featured and recognized in a Virtual Special Issue on Social Media in the *Journal of Advertising*, Guest Editor: Louisa Ha
16. **Evans, Nathaniel J.** and Mariea Grubbs Hoy (2016), “Parents’ Presumed Persuasion Knowledge of Children’s Advergimes: The Influence of Disclosure Modality and Cognitive Load,” *Journal of Current Issues and Research in Advertising*, 37 (2), 146-64. (CiteScore: 1.9)  
**\*Finalist for Best Article Award\***
17. Hyuk Jun Cheong, **Nathaniel J. Evans**, and Todd Suomela (2015), “Power Struggles and Privacy Statements from Word-Of-Mouth Marketing Agencies,” *Journal of Advertising and Promotion Research*, 4 (2), 35-58. doi:10.14377/JAPR.2015.9.30.35
18. **Evans, Nathaniel J.** and Dooyeon Park (2015), “Rethinking the Persuasion Knowledge Model: Schematic Antecedents and Associative Outcomes of Persuasion Knowledge Activation for Covert Advertising,” *Journal of Current Issues and Research in Advertising*, 36 (2), 157-76. (CiteScore: 1.9)
19. **Evans, Nathaniel J.** (2014), “Pinpointing Persuasion in Children’s Advergimes: Exploring the Relationship Among Parents’ Internet Mediation, Marketplace Knowledge, Attitudes, and the Support for Regulation,” *Journal of Interactive Advertising*, 14 (2), 73-85. (CiteScore: 3.5)  
**\* Awarded Best Article in Journal of Interactive Advertising\***
20. **Evans, Nathaniel J.**, Les Carlson and Mariea Grubbs Hoy (2013), “Coddling our Kids: Can Parenting Style Affect Attitudes Toward Advergimes?” *Journal of Advertising*, 42 (2/3), 228-40. (JCR Impact Factor: 5.522)  
This article was featured and recognized in a Virtual Special Issue on Children and Advertising in the *Journal of Advertising*, Guest Editor: Michelle Nelson

***Invited journal publications***

1. **Evans, Nathaniel J.** and Bart Wojdyski (2020), “An Introduction to the Special Issue on Native and Covert Advertising Formats.” *International Journal of Advertising*, 39 (1), 1-3. (JCR Impact Factor: 4.620)

### ***Invited FTC Presentations***

**Evans, Nathaniel, J.**, “Disclosure Modality in Advergimes: Effects and Implications for Policy,” Federal Trade Commission Workshop: Putting Disclosures to the Test, Washington D.C., September 15, 2016.

### ***Book Chapters***

**Evans, Nathaniel J.** (2016). How Does It Play Out? The Intersection of Advertising and Gaming. In R. Brown, V. Jones, & M. Wang (Eds.), *The New Advertising: Branding, Content and Consumer Relationships in the Data-driven Social Media Era. Volume One Traditional Advertising Transformed* (Vol. 1, pp. 261-288). Praeger/ABC Clío

### ***Awards / Grants and Contracts / Applied For / Funds Received***

(2021) “Increasing COVID-19 Vaccine Acceptance Among Vaccine Hesitant Parents Using Psychological Inoculation.”

Funder: OIBR seed funding through the Grantsmanship Development Program (GDP)

PI: **Nathaniel Evans**

Funder Amount: \$5020

(2019-2020) Department of Advertising and Public Relations: Advertising Teacher of the Year

(2019 -2021) OIBR Grantsmanship Development Program

(2019) “Using Native Advertising for E-cigarette Prevention Public Service Announcements (PSAs): Effects of Disclosure Type, Publication Type and Organization Type on Consumers’ Attitudes towards E-cigarettes, Intentions to use E-cigarettes and Self-efficacy.”

Funder: AdPR Departmental Research Funding Award

PIs: Joe Phua and **Nathaniel J. Evans**,

Funded Amount: \$2300

(2018) Journal of Interactive Advertising Best Article Award, \$500

(2017) “Using Virtual/Augmented Reality and Eye Tracking Technologies to Improve and Inform Adult Vaccine Communication and Education”

Funding Agency: Oak Ridge Associated Universities (ORAU)

Requested Amount: \$75,000

PI: Glen Nowak

Co-PI(s): Grace Ahn, **Nathaniel J. Evans**, Maria Len-Rios, and Bartosz Wojdyski

Funded Amount: \$75,000

(2015) “Changing the Game of How We View Persuasion: An Eye Tracking Investigation of Advergimes,”

Funder: American Academy of Advertising Research Fellowship Award

PIs: **Nathaniel J. Evans**, Bart Wojdyski, and Mariea Grubbs Hoy

Funded Amount: \$750

(2015) Journal of Interactive Advertising Best Article Award, \$500

(2013) “Activating Parents "Persuasion Knowledge in Children's Advergaming: Testing the Effects of Advertising Breaks and Cognitive Capacity,”  
American Academy of Advertising Doctoral Dissertation Award  
Funded Amount: \$2000

(2013) Graduate Student Research Award, University of Tennessee, \$200

(2012), “The Relationship Between Uncertainty Avoidance and Children’s Online Advertising Regulation Code: Examining the EASA,”  
Top Student Paper, AEJMC, Advertising Division: \$300

(2012) Honor Societies, Kappa Tau Alpha Research Award, Best Student Paper, \$100

(2012) Competitive Student Travel Grant Award, AEJMC, \$650

(2010) ESPN’s Research Funding Award, University of Tennessee, \$3650

#### ***Grants and Contracts / Applied For / Not Funded***

(2016) Project Title: “Improving Understanding and Decision-making for Dengue and Zika Vaccine Recommendations: Using Communication Theories and an Evidence-based Approach to Develop New and Potentially Better Patient Education Messages and Materials”  
Funding Agency: University of Georgia Clinical and Translational Research Unit (CTRU)  
Requested Amount: \$48,950  
PI(s): Glen Nowak and Maria Len-Rios  
Co-PI(s): **Nathaniel J. Evans** and Bartosz Wojdowski  
Status: Not funded

(2016) Project Title: “Explaining Uncertainty and Fostering Informed Decision-Making about Vaccinations Recommended in a Public Health Emergency: Comparing the Effectiveness of Currently Required Vaccine Education Materials to Theory-Based, Evidence Informed Vaccine Education”  
Funding Agency: Patient Centered Outcomes Research Institute (PCORI)  
Requested Amount: \$1,950,000  
PI(s): Glen Nowak and Maria Len-Rios  
Co-PI(s): Henry Young, Bartosz Wojdowski, **Nathaniel J. Evans**, Michael Cacciatore, and Karen King  
Status: Not funded

#### ***Professional Interviews***

*The Guardian*, “Instagram: Beware of bad influencers...”, by Chris Stokel-Walker, February 3, 2019: <https://www.theguardian.com/technology/2019/feb/03/instagram-beware-bad-influencers-product-twitter-snapchat-fyre-kendall-jenner-bella-hadid>

*The Sponsorship Report*, “For Sponsored Content, How Sponsor is Disclosed is Critical”, By Peter Kenter, March 1, 2018

*The Guardian*, “Are Publishers Getting it Wrong Over the Labeling of Sponsored Content?” By Paul Hill, March 14, 2016  
<https://www.theguardian.com/media-network/2016/mar/14/are-publishers-getting-it-wrong-over-the-labelling-of-sponsored-content>

*FTC: WATCH*

By Kirk Victor, January 15, 2016

*Warren Communications News: Communications Daily*, “Shaking the Trees: Industry Assessing FTC Native Online Ad Policy, Says Enforcement Not Far Behind”, By Dibya Sarkar, December 31, 2015

<https://communicationsdaily.com/article/share?a=483827&r=%2Farticle%2Fview%3Fs%3D205016%26amp%3Bid%3D483827>

### ***Published Conference Proceedings***

1. **Evans, Nathaniel**, Delia Cristina Balaban, Meda Mucundorfeanu, and Brigitte Naderer (2021), “Time Heals All Wounds: How Discounting Cues and Multiple Exposures Impact the Effectiveness of Influencer Advertising Over Time.” *American Academy of Advertising Conference Proceeding*, 16.
2. Sun, Shuoya and **Nathaniel Evans** (2020), “Effects of Disclosure, Placement Type, and Ad-Context Congruence on Recognition and Recall of Sponsored Content,” *American Academy of Advertising Conference Proceedings*, 54.
3. Wojdynski, Bartosz W., Laura Hudgens, Marilyn J. Primovic, Nah Ray Han, Taeyeon Kim, and **Nathaniel J. Evans** (2020), “Label Literacy: How Consumers Actually Interpret Covert Advertising Disclosures,” *American Academy of Advertising Conference Proceedings*, 54.
4. Lim Jay, **Nathaniel J. Evans**, and Marilyn J. Primovic (2020), “The role of disclosure on ranking in listicle native advertising: Exploring the effect of direct and indirect disclosures.” *American Academy of Advertising Conference Proceedings*, 55.
4. Grubbs Hoy, Mariea, Courtney C. Childers, and **Nathaniel J. Evans** (2018), “Unboxing Parents’ Understanding of Sponsored Child Influencer Videos,” *American Academy of Advertising Conference Proceedings*, 122.
5. **Evans, Nathaniel J.**, Bart Wojdynski, and Mariea Grubbs Hoy (2017), “Sponsorship Transparency as a Mediator of Negative Effects of Covert Ad Recognition,” *American Academy of Advertising Conference Proceedings*, 109-17.
6. **Evans, Nathaniel J.** and Dooyeon Park (2016), “The Effects Format, Topic Knowledge, and Experience on Advertising and Brand Recognition for Paid Search Advertising,” *American Academy of Advertising Conference Proceedings*, 169-76. ***Awarded Best Conference Paper\****
7. Bart Wojdynski, **Nathaniel J. Evans**, and Mariea Grubbs Hoy (2016), “Measuring Sponsorship Transparency in an Era of Native Advertising,” *American Academy of Advertising Conference Proceedings*, 57.
8. **Evans, Nathaniel J.** and Mariea Grubs Hoy (2014), “The Natives are Restless: The Influence of

Disclosure Modality and Cognitive Load on Parents' Attitudes Toward Children's Advergame Regulation," *Marketing and Public Policy Conference Proceedings*, 87 -8.

9. **Evans, Nathaniel J.** (2014) "Pinpointing Persuasion in Children's Advergames: Exploring the Relationship Among Parents' Internet Mediation, Marketplace Knowledge, Attitudes, and the Support for Regulation," *American Academy of Advertising Conference Proceedings*, 172.
10. **Evans, Nathaniel J.** (2013), "Rethinking the Persuasion Knowledge Model: Schematic Antecedents and Associative Outcomes of Persuasion Coping Skills," *American Academy of Advertising Conference Proceedings*, 85.
11. **Evans, Nathaniel J.,** Les Carlson and Mariea Grubbs Hoy (2012), "Coddling our Kids: Can Parenting Style Affect Attitudes Toward Advergames?" *American Academy of Advertising Conference Proceedings*, 63.
12. **Evans, Nathaniel J.** and Mariea Grubbs Hoy (2011), "Got Game? An Investigation of Parents' Understanding of and Attitudes Toward Advergaming?" *American Academy of Advertising Conference Proceedings*, 115-118.

#### ***Conference Activities, Panels, and Presentations***

**Evans, Nathaniel** and Phua, Joe, "Electronic Cigarette Native PSAs: Effects of Disclosure Source and Content-Publication Fit on Ad Recognition and Attitudes Towards E-Cigarettes," Paper accepted at the American Academy of Advertising (AAA) Annual Conference, Saint Petersburg FL, March 2022.

**Evans, Nathaniel,** Delia Cristina Balaban, Meda Mucundorfeanu, and Brigitte Naderer, "Time Heals All Wounds: How Discounting Cues and Multiple Exposures Impact the Effectiveness of Influencer Advertising Over Time." Paper presented at the American Academy of Advertising (AAA) Annual Conference, Saint Petersburg FL (Virtual), March 2021.

Sun, Shuoya and **Nathaniel Evans,** "Effects of Disclosure, Placement Type, and Ad-Context Congruence on Recognition and Recall of Sponsored Content. Paper presented at the American Academy of Advertising annual conference, March 26-29, San Diego, California 2020.

Wojdyski, Bartosz W., Laura Hudgens, Marilyn J. Primovic, Nah Ray Han, Taeyeon Kim, and **Nathaniel J. Evans,** "Label Literacy: How Consumers Actually Interpret Covert Advertising Disclosures." Paper presented at the American Academy of Advertising annual conference, March 26-29, San Diego, California 2020.

Lim Jay, Marilyn J. Primovic, and **Nathaniel J. Evans,** "The role of disclosure on ranking in listicle native advertising: Exploring the effect of direct and indirect disclosures." Paper presented at the American Academy of Advertising annual conference, March 26-29, San Diego, California 2020.

Brussee, E., van Reijmersdal, E. A., **Evans, N. J.,** & Wojdyski, B. W. (2019, May). "Effects of Disclosing Online Native Advertising: A Test of Two Competing Underlying Mechanisms." Paper presented at the International Communication Association annual conference, Washington D.C.

Wojdynski, B W. & **Evans, N. J.** (2019, May). "A Model for Psychological Processing of Covert and Masked Persuasive Messages." Paper presented at the International Communication Association annual conference, Washington D.C.

**Evans, Nathaniel J.**, Bartosz W. Wojdynski, Mariea Grubbs Hoy, and Michael T. Harman (Grady Ph.D. Student), "Changing the Game: The Effects of Cognitive Load and Brand Prominence on Covert Advertising Recognition." Paper presented at the 2019 AMA Marketing and Public Policy Conference, June 6-8, Washington D.C.

Mariea Grubbs Hoy, **Nathaniel J. Evans**, and Courtney Carpenter Childers, "Parental Gender Effects On The Regulation Of Sponsored Child Influencer Unboxing Videos." Poster presented at the 2019 AMA Marketing and Public Policy Conference, June 6-8, Washington D.C.

**Evans, Nathaniel J.**, "Should Digital Partnerships Be Treated Differently Than Traditional Media Buys? The Ethically Blurred Lines & Legal Implications of Native Advertising & Influencer Marketing." Presented as part of a Professional Freedom & Responsibility (PF&R) panel at the Advertising Division for AEJMC 2018 Conference in Washington, D.C.

**Evans, Nathaniel J.**, "Bridging the Divide: Policy and Industry Related Ethical Considerations for Native Advertising." Presented as part of an American Academy of Advertising pre-conference panel, March 22, 2018, New York City, NY.

Grubbs Hoy, Mariea, Courtney C. Childers, and **Nathaniel J. Evans**, "Unboxing Parents' Understanding of Sponsored Child Influencer Videos," Presented at the American Academy of Advertising, March 22-25, 2018, New York City, NY.

**Evans, Nathaniel J.**, Bart Wojdynski, and Mariea Grubbs Hoy, "Sponsorship Transparency as a Mediator of Negative Effects of Covert Ad Recognition," Presented at the 2017 American Academy of Advertising annual conference, Boston, MA.

Wojdynski, Bart and **Nathaniel J. Evans**, "I didn't see that label!" Using eye-tracking to evaluate native advertising news stories," Presented at the 2016 Association for Education in Journalism and Mass Communication Conference (AEJMC Advertising Division), Minneapolis, MN.

Cacciatore, M. A., Nowak, G. and **Evans, N. J.**, "Disease Outbreak and Public Opinion: How the 2014-2015 Measles Outbreak Impacted Public Perceptions of Childhood Vaccinations," Presented at the 2016 International Crisis and Risk Communication (ICRC) Conference.

**Evans, Nathaniel, J.** "From Bombard and Pay to Provide and Play: Defining and Teaching the New Advertising." Special topics panel member. American Academy of Advertising (AAA) Annual Conference, Seattle, Washington, March, 2016.

**Evans, Nathaniel J.** and Dooyeon Park, "The Effects Format, Topic Knowledge, and Experience on Advertising and Brand Recognition for Paid Search Advertising," Presented at the 2016 American Academy of Advertising annual conference, Seattle, WA.

***\*Awarded Best Conference Paper\****

Bart Wojdynski, **Nathaniel J. Evans**, and Mariea Grubbs Hoy, "Measuring Sponsorship Transparency in an Era of Native Advertising," Presented at the 2016 American Academy of Advertising annual conference, Seattle, WA.



Wojdynski, Bart, **Nathaniel J. Evans** and Mariea Grubbs Hoy, “Developing a Sponsorship Identification Transparency (SIT) Scale in the Age of Native Advertising,” Presented at the 2015 AMA Marketing and Public Policy Conference

Chess, Shira, **Nathaniel J. Evans**, and Joyya Baines, “What Does a Gamer Look Like?: A Study of Video Games, Advertising, and Diversity”, Presented at the 2015 International Communication Association Conference.

Wojdynski, Bart and **Nathaniel J. Evans**, “Deception by Design: Analyzing Native-Advertising Practices on News Websites,” presented at the 2014 Association for Education in Journalism and Mass Communication Conference (AEJMC Advertising Division), Montreal, Canada.

**Evans, Nathaniel J.** and Mariea Grubs Hoy, “The Natives are Restless: The Influence of Disclosure Modality and Cognitive Load on Parents’ Attitudes Toward Children’s Advergame Regulation,” presented at the 2014 Marketing & Public Policy Conference, Boston, MA.

**Evans, Nathaniel J.** “Pinpointing Persuasion in Children’s Advergames: Exploring the Relationship Among Parents’ Internet Mediation, Marketplace Knowledge, Attitudes, and the Support for Regulation,” presented at the 2014 American Academy of Advertising Annual Conference, Atlanta, GA.

**Evans, Nathaniel J.** “Rethinking the Persuasion Knowledge Model: Schematic Antecedents and Associative Outcomes of Persuasion Coping Skills,” presented at the 2013 American Academy of Advertising Annual Conference, Albuquerque, NM.

**Evans, Nathaniel J.,** “The Relationship Between Uncertainty Avoidance and Children’s Online Advertising Regulation Code: Examining the EASA,” presented at the 2012 Association for Education in Journalism and Mass Communication Conference (Ad Division), Chicago, IL.

**\*Awarded Top Student Paper**

Ahn, Hoyoung (Anthony), **Nathaniel Evans J.,** Tatjana Hocke, and Elizabeth Avery, “Health Self-Efficacy and Health Information Seeking: Exploring Relationships between Source Utilization, Source Trustworthiness, Health Behaviors, and Demographics,” Presented at the 2012 Association for Education in Journalism and Mass Communication Conference (AEJMC ComSHER Division), Chicago, IL

**Evans, Nathaniel J.,** Les Carlson and Mariea Grubbs Hoy, “Coddling our Kids: Can Parenting Style Affect Attitudes Toward Advergames?” Presented at the 2012 American Academy of Advertising Annual Conference, Myrtle Beach, SC.

Cheong, Hyuk Jun, **Nathaniel Evans J.,** and Todd Suomela, “Power Struggles and Privacy Statements from Word-of-Mouth Marketing Agencies,” Presented at the 2012 International Advertising and Integrated Marketing Communications Conference, Anaheim, CA.

**Evans, Nathaniel J.** and Mariea Grubbs Hoy, “A Parental Gender Perspective on Advergame Regulation: Moms Matter,” Presented at the 2011 AMA Marketing & Public Policy Conference, Washington D.C.

**Evans, Nathaniel J.** and Mariea Grubbs Hoy, “Got Game? An Investigation of Parents’ Understanding of and Attitudes Toward Advergaming,” Presented at the 2011 American Academy of Advertising Annual Conference, Mesa, AZ.

**Evans, Nathaniel J.**, “An Examination of the European Advertising Standards Alliance: The Relationship Between Uncertainty Avoidance and Children’s Online Advertising Regulation Code,” Presented at the 2012 34<sup>th</sup> Annual CCI Research Symposium, University of Tennessee: Knoxville, TN.

**Evans, Nathaniel J.** and Mariea Grubbs Hoy, “Got Game? An Investigation of Parents’ Understanding of and Attitudes Toward Advergaming,” Presented at the 2011 33<sup>rd</sup> Annual CCI Research Symposium, University of Tennessee: Knoxville, TN.

### ***Manuscripts Under Review/In Preparation***

Brussee, Eline., Eva A. van Reijmersdal, **Nathaniel Evans** and Bart Wojdyski, “Effects of Disclosing Online Native Advertising: A Test of Two Competing Underlying Mechanisms,” In preparation for submission

**Evans, Nathaniel** and Phua, Joe, “Electronic Cigarette Native PSAs: Effects of Disclosure Source and Content-Publication Fit on Ad Recognition and Attitudes Towards E-Cigarettes,” In preparation for submission

**Evans, Nathaniel**, Delia Cristina Balaban, Meda Mucundorfeanu, and Brigitte Naderer, “Time Heals All Wounds: How Discounting Cues and Multiple Exposures Impact the Effectiveness of Influencer Advertising Over Time.” In preparation for submission

**Evans, Nathaniel** and Jun, Hyoyeun, “Leveraging Influencers to Improve HPV Vaccination Intention: The Role of Gain-Loss Frame and Health Regulatory Focus.” In preparation for submission

Matthew, Klein and **Nathaniel Evans**, “Influence of Perceived Affordances on Patient Centered Communication” In preparation for submission

**Evans, Nathaniel** and Michael Cacciatore, “Using Psychological Inoculation to Increase COVID-19 Vaccine Intention and Confidence Among Vaccine Hesitant Parents,” In preparation for submission

**Phua, Joe**, Nathaniel Evans, Youngjee Ko, Jeonghyun Lee, “Can Virtual, CGI-Generated, Influencers Help Sell Products on Instagram?” In preparation for submission

## **TEACHING**

### ***Graduate Teaching***

#### *Course Taught*

- Advertising Foundations, JRM 7960 (Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020, Fall 2021)
- Quantitative Research in Mass Communication, JRM 9020 (Spring 2021)

#### *Graduate Student Advising*

Dissertation Committee Chair

- Marilyn Primovic Broggi  
Dissertation Title: Thou Shall Discern? Religious Native Ad Processing & Outcomes  
Anticipated Completion: Spring 2022

Dissertation Committee Member

- Brittany Jefferson
- Jay Lim, Completion, Summer 2021  
Dissertation Title: Evidence of Online Behavioral Advertising as Being Mistargeting: The Role of Persuasion Knowledge
- Kate Keib, Completion, Spring 2017  
Dissertation Title: Shared. Clicked. Confused? How Consumers Make Credibility Assessments of Content from Unfamiliar Sources
- Natasha Brison, Completion, Summer 2015  
Dissertation Title: Conceptualizing and Measuring Deceptiveness in Advertising

***Undergraduate Teaching***

*Courses Taught*

- Principles of Advertising, ADPR 3100 (Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Summer 2021, Fall 2021)
- Advertising and Society, ADPR 5140 (Fall 2013, Fall 2014, Spring 2015, Spring 2017, Spring 2018, Spring 2019)
- Advertising Management, ADPR 5710 (Spring 2014, Spring 2015)
- Advertising Principles, University of Tennessee (Fall 2011, Spring 2012, Fall 2012, Spring 2013)

*Undergraduate Student Advising*

- Faculty Mentor – CURO (Center for Undergraduate Research Opportunities)  
Jayda Hill, Fall 2018-Spring 2019

***New Course Development***

- Undergraduate Certificate in Sports Partnerships and Promotion (2021)

***Invited Presentations, Guest Lectures, and Judging***

- ADPR Campaigns Judging (Undergraduate) (Fall 2021)
- ADPR 5140 (Undergraduate) (Fall 2021)
- GRSC 7770 (Fall 2017, Fall 2018, Fall 2019)
- ADPR 5760 (Undergraduate) (Spring 2015, Fall 2016, Spring 2017, Fall 2017)
- JRMC 8350 (Graduate) (Spring 2017)
- Proseminar JRMC 8000 (Graduate) (Fall 2013, Fall 2014, Fall 2015)
- Social Media Special Topics, University of Tennessee (Graduate/Undergraduate) (Spring 2012)
- Advertising and Society, University of Tennessee (Graduate) (Fall 2011)
- Advertising and Public Relations Research, University of Tennessee (Undergraduate) (Fall 2010)

***Other Teaching Experience***

*Teaching Associate*

- Advertising Principles, University of Tennessee (Undergraduate) (Spring 2011)

- Advertising and Public Relations Research, University of Tennessee (Undergraduate) (Fall 2010)

## **SERVICE**

### ***Academic and Scholarly Service***

#### ***Promotion and Tenure Assessment***

- Outside evaluator, TCU (2021)

#### ***Editorships***

- Associate Editor, *Journal of Advertising* (2021)
- Guest Editor (with guest ed. Bart Wojdyski), *International Journal of Advertising* Special Issue on “Native and Covert Advertising Formats” (2020)

#### ***Editorial Review Boards***

- Editorial Review Board Member, *International Journal of Advertising*, 2017 – Present
- Editorial Review Board Member, *Journal of Interactive Advertising*, 2018 – Present
- Editorial Review Board Member, *Journal of Advertising*, May 2021 – June 2021

#### ***Advisory Boards***

- Academic Advisory Board Member, Children’s Advertising Review Unit (CARU)

#### ***Journal and Conference Reviewing***

- *Health Education Research*, 2021 - present
- *Digital Journalism*, 2019 – present
- *Information, Communication, and Society*, 2019 – present
- *Frontiers in Psychology*, 2019 – present
- *Journal of Consumer Behavior*, 2019 – present
- *Journal of Consumer Affairs*, 2018 – 2019
- *New Media and Society*, 2018 - present
- *Journalism and Mass Communication Quarterly*, 2018 – present
- *Journal of Marketing and Public Policy*, 2017 – present
- *Information Systems Review*, 2017 – present
- *Journal of Marketing Communications*, 2017 – present
- *Computers in Human Behavior*, 2016 – present
- *Journal of Interactive Advertising*, 2016 – present
- *Journal of Interactive Marketing*, 2015 – present
- *Cyber-psychology: Journal of Psychosocial Research on Cyberspace*, 2014 – present
- *Journal of Advertising*, 2014 – present
- *Journal of Current Issues and Research in Advertising*, 2013 – present
- *International Journal of Advertising*, 2012 – present
- American Academy of Advertising (AAA) Global Conference 2018 – present
- International Conference on Research in Advertising (ICORIA), 2016 – present
- Association for Education in Journalism and Mass communication (Advertising Division), 2014 - 2020
- American Academy of Advertising (AAA), 2011 – present

### ***Professional Service***

- Undergraduate Curriculum Committee (Chair), Fall 2021 – Present
- King Professorship Search Committee, Summer 2021 – Present
- Publications Committee, American Academy of Advertising, 2020 - Present
- Grady College Undergraduate Curriculum Committee, 2019 – Present
- Assistant Professor Search Committee (Journalism), Fall 2019 – Spring 2020
- Faculty Committee Member, Office of Institutional Diversity ADPR Scholarship, Spring 2019
- Research Committee, American Academy of Advertising, 2017 – Present
- Assistant Professor Search Committee (Advertising), Fall 2017
- Grady College Executive Committee, 2016 – 2017
- Membership Committee, American Academy of Advertising, 2015 – 2016
- Grady College Executive Committee, 2014 – 2015
- Grady College Admissions Committee, 2015 – Present
- Consultant for Advertising Campaigns Class, Client: TBS, Spring 2014
- Vice President, Graduate Student Association (GSA), Representative of the School of Advertising and Public Relations, University of Tennessee, 2011- 2013
- Subcommittee Member: Strategic Directions for Media Planning Software, University of Tennessee, 2011

### ***Professional and Academic Memberships/Associations***

- American Council on Consumer Interests (ACCI) member, 2016 – 2017, 2020 - Present
- Center for Health and Risk Communication (CHRC) affiliated member, 2014 – Present
- University of Georgia Obesity Initiative Research Group, 2014 – 2015
- American Marketing Association (AMA), 2012 – 2015
- Association for Education in Journalism and Mass Communication, (AEJMC), 2012 – 2013, 2018 - 2019
- American Academy of Advertising (AAA), 2010 – Present

### ***Professional Development***

- “Faculty Search Committee Training” Presented by UGA OFA (August 16, 2019)
- “Moxie Faculty Workshop” Presented by Moxie (September 6, 2019)
- “Moxie Faculty Workshop” Presented by Moxie (August 10, 2018)
- “Write Winning Grant Proposals Workshop” Presented by OIBR (March 19<sup>th</sup>, 2018)
- “Moxie Faculty Workshop” Presented by Moxie (August 7, 2017)
- “Promotion and Tenure Workshop” presented by UGA (July 26, 2017)
- “Putting Disclosures to the Test: An FTC Workshop (September 15, 2016)
- “Moxie Faculty Workshop” Presented by Moxie (August 9, 2016)
- “NSF Funding Workshop” Presented by Matt Clary (November, 2015)
- “Social Listening Faculty Workshop” Presented by Moxie (August 12, 2015)
- “Finding Funding Workshop” Presented by UGA Libraries (November 14, 2014)
- “Big Data Analytics and Social Listening Faculty Workshop” Presented by Moxie (August 27, 2014)
- Panel Member for “Congrats you got your Ph.D.! Now What? Presented by the Graduate Student Association (GSA) (April 19<sup>th</sup>, 2013)
- Panel Member for “Taking Comprehensive Exams” Presented by the Graduate Student Association (GSA) (February 8<sup>th</sup>, 2013)

- “Experian Simmons Database Workshop” Presented by Dr. Jin Park University of Tennessee, Knoxville (February 1<sup>st</sup>, 2013)
- “Collaborative Institutional Training Initiative” (CITI) for Social & Behavioral Research with Human Subjects. University of Tennessee, Knoxville (December, 13<sup>th</sup>, 2012)
- Panel Member for “Attending Academic Conferences” Presented by the Graduate Student Association (GSA) (September 27<sup>th</sup>, 2012)
- Organized “Academic Conferences 101 Panel and Workshop” Presented by the Graduate Student Association (GSA) and sponsored by the Risk, Health, and Crisis Communication Research Unit, University of Tennessee (Feb 2<sup>nd</sup>, 2012).
- “Responsible Conduct of Research” (RCR) Online Training Program. University of Tennessee, Knoxville (April 23<sup>rd</sup>, 2012)
- “Curriculum Vita Development Workshop” (October, 31<sup>st</sup>, 2011).
- “CCI Panel on Co-Authorship” Presented by the Graduate Student Association (GSA) (October 27<sup>th</sup>, 2011)
- “Utilizing Zotero Bibliographic Software” Presented by the Graduate Student Association (GSA) (September 23<sup>rd</sup>, 2011).
- “Writing Successful Grants Part II” (January, 25<sup>th</sup>, 2011).
- “Writing Successful Grants Part I” (January, 17<sup>th</sup>, 2011).