

Glenna L. Read

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ACADEMIC APPOINTMENTS

- 2023-Present **Associate Professor of Advertising with Tenure**
Department of Advertising and Public Relations, University of Georgia
- 2018-Present **Founder & Director**
Brain, Body, and Media (BBAM) Lab, University of Georgia
- 2018-2023 **Assistant Professor of Advertising**
Department of Advertising and Public Relations, University of Georgia
- 2017-2018: **Dissertation Fellow**
College of Arts and Sciences, Indiana University
- 2013-2017: **Graduate Assistant**
Department of Telecommunications/The Media School, Indiana University
- 2010-2012: **Graduate Assistant**
Department of Psychology, Appalachian State University

EDUCATION

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

BOOKS

- [B.1] Bailey, R., & **Read, G. L.** (Eds.). (under contract). *De Gruyter Handbook of Media Psychology*. Berlin, Germany: De Gruyter.

REFEREED JOURNAL ARTICLES

*Graduate Student Collaborator

**Undergraduate Student Collaborator

- [P. 20] Frieberger, N., Lynch, T. L., & **Read, G. L.**, Blouin, A. M. (2023). (Men)tal Health: Perceptions of Depression in Men and Women. *SSM – Mental Health*. doi: 10.1016/j.ssmmh.2023.100275
- [P.19] **Read, G. L.**, Yan, H. L., & Bailey, R. L. (2023). Viewing violent policing videos contributes to trauma symptoms for Black Americans. *Cultural Diversity & Ethnic Minority Psychology*. Advance online publication: doi: 10.1037/cdp0000632
- [P.18] Lee, S., Kim, J., **Read, G. L.**, & Kim, S. P. (2023). The effects of commercial break on ad and program memory: A neurophysiological study. *Journal of Advertising*. Advance online publication. doi: 10.1080/00913367.2023.2222782

- [P.17] Bailey, R., Yan, H., & **Read, G. L.** (2023). Camera perspective and skin color: Biased reactions to viral body worn camera videos of police violence. *Communication Monographs*, 90(3), 350-371. doi: 10.1080/03637751.2023.2202722
- [P.16] **Read, G. L.** & Brown, K. (2023). Brand novelty and publicity about athlete endorsers affect psychological processing of ads. *Communication & Sport*, 11(4), 812-830. doi: 10.1177/2167479520969142
- [P.15] Lee, M. & **Read, G. L.** (2022). Exploring emotional and cognitive priming effects in mediated sports using psychophysiological measures: How sport program-induced emotions and ad schema congruity influence effectiveness of advertising. *Communication & Sport*. Published online first. doi: 10.1177/21674795221147526
- [P.14] Kim., T.*, & **Read, G. L.** (2022). Influencers' smiles work regardless of product and message. *Marketing Intelligence & Planning*, 40, 425-440. doi: 10.1108/MIP-10-2021-0349
- [P.13] **Read, G. L.**, Kim, J.*, Lee, Y.*, Sun, S.*, Seo, Y.*, & Brown, K. (2022). Publicity about athlete endorsers affects responses to ads via motivational activation. *Sport Marketing Quarterly*, 31, 101-112. doi: 10.32731/SMQ.312.0622.02
- [P.12] Baldwin-White, A., **Read, G. L.**, Beer, J., & Darville, G. (2021). Harnessing technology to prevent sexual assault on college campuses. *Journal of American College Health*, 71(4), 988-991. doi: 10.1080/07448481.2021.1920605
- [P.11] **Read, G. L.**, Yan, H., Anderson, P. B., Partain, L. P. B., Vaughn, Z., Semivolos, A., Kim, Y., & Gonzales, A. L. (2021). Making stability dependable: Stable cellphone access leads to better health outcomes for those experiencing poverty. *Information, Communication and Society*, 25(4), 2122-2139. doi: 10.1080/1369118X.2021.1928263
- [P.10] Bailey, R., **Read, G. L.**, Yan, H., Liu, J., Makin, D. A., & Willits, D. (2021). Camera point-of-view exacerbates racial bias in viewers of police use of force videos. *Journal of Communication*, 71(2), 246-275. doi: 10.1093/joc/jqab002
- [P.9] Pittman, M., **Read, G. L.**, & Chen, J. (2021). Changing attitudes on social media: Effects of fear and information in green advertising on non-green consumers. *Journal of Current Issues and Research in Advertising*, 42(2). doi: 10.1080/10641734.2020.1835755
Finalist for *Journal of Current Issues and Research in Advertising* Best Article Award
- [P.8] Kim., T.*, & **Read, G. L.** (2021). Free smiles are worth a lot for social media influencers: The mediating roles of warmth, competence, and admiration. *Cyberpsychology, Behavior, and Social Networking*, 24(2), 135-140 doi: 10.1089/cyber.2020.0323
- [P.7] **Read, G. L.** (2020). Processing ambiguous social identity: Disclosure of identity and prototypic affect processing and evaluation of persuasive messages. *Journal of Communication*, 70, 693-720. doi: 10.1093/jov/jqaa024
- [P.6] **Read, G. L.**, Partain, L. P. B.¹, Vaughn, Z., Semivolos, A., Anderson, P. B., & Gonzales, A. L. (2020). A critical approach to investigating communication practices of marginalized populations using longitudinal field experiments. *Communication Methods and Measures*, 14, 55-70. doi: 10.1080/19312458.2019.1572083

¹The first and second author made equal contributions to the manuscript.

- [P.5] **Read, G. L.**, Innis, I. J., van Driel, I. I., & Potter, R. F. (2019). Mates or married? Implications of gender composition and physical intimacy on evaluation of images tested for advertising. *Communication Research Reports*, 36, 220-230. doi: 10.1080/08824096.2019.1605894
- [P.4] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2018). Same-sex couples in advertisements: An investigation of the role of implicit attitudes on cognitive processing and evaluation. *Journal of Advertising*, 47, 182-197. doi: 10.1080/00913367.2018.1452653
- [P.3] **Read, G. L.**, Lynch, T., & Matthews, N. (2018). Increased cognitive load during video game play reduces rape myth acceptance and hostile sexism after exposure to sexualized female avatars. *Sex Roles*, 79, 683-698. doi: 10.1007/s11199-018-0905-9
- [P.2] **Read, G. L.**, Pavelko, R., & Hwang, H. (2017). Social and evolutionary explanations for face-ism: Facial prominence in female academic profile pictures. *Communication Research Reports*, 34, 98-105. doi: 10.1080/08824096.2016.1236331
- [P.1] **Read, G. L.**, Ballard, M. E., Emery, L. J., & Bazzini, D. G. (2016). A test of desensitization using facial electromyography: Violent videogames, gender, and affective responding. *Computers in Human Behavior*, 62, 201-211. doi: 10.1016/j.chb.2016.03.074

BOOK CONTRIBUTIONS

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

MANUSCRIPTS UNDER REVIEW

- [UR.4] Partain, L.P.B, & **Read, G. L.** (2nd review). Blinded for peer-review. Under review at *Human Communication Research*.
- [UR.3] Pittman, M., & **Read, G. L.**, (2nd review). Blinded for peer-review. Under review at *Journal of Sustainable Marketing*.
- [UR.1] **Read, G. L.**, Wojdyski, B., & Lee, Y.* (1st review). Blinded for peer-review. Under review at *Journal of Current Issues and Research in Advertising*.

REFEREED CONFERENCE PRESENTATIONS

- [C.44] Lee, J., Baldwin, J., Hahn, L., **Read, G. L.**, & Ahn, S. J. (2023). *Walking the moral plank: Investigating moral decision-making under threat in virtual reality*. National Communication Association. National Harbor, MD.
- [C.43] Hatfield, H.*, & **Read, G. L.** (2023). *Examining whiteness and colorblind racism through social VR diversity, equity, and inclusion policies*. National Communication Association. National Harbor, MD.
- [C.42] Partain, L. P., & **Read, G. L.** (2023). *Making nuance noticeable: Efficacy of intersectional representations on US immigration attitudes in news media exemplars*. International Communication Association. Toronto, Canada.
- [C.41] **Read, G. L.**, Zhao, W.*, Choi, S. *, Hudson, S.**, Wen, T. (2023). *This ad speaks to me: An investigation of mechanisms underlying social identity relevant advertising*. International Communication Association. Toronto, Canada.
- [C.40] **Read, G. L.**, Yan, H., & Bailey, R. (2023). *Viewing violent policing videos contributes to trauma outcomes beyond experiences with police: A minority health perspective approach*. International Communication Association. Toronto, Canada.
- [C.39] Frank, A.*, **Read, G. L.**, Duncan, J.*, Hatfield, H. R.*, & Kim, S*. (2023). *Examining the effects of violence level and provocation on aversive motivation activation and resource allocation in violent humorous ads*. International Communication Association. Toronto, Canada.
- [C.38] Frank, A.*, **Read, G. L.**, Duncan, J.*, Weinberger, M. G., & Gulas, C. S. (2023). *I laugh at your pain: Effects of violation of social norms and affect on evaluation of ads that are both humorous and violent*. American Academy of Advertising. Denver, CO.
- [C.37] Hatfield, H. R.*, & **Read, G. L.** (2022). *Toward creating safer social virtual spaces*. National Communication Association. New Orleans, LA.
- [C.36] Lee, J., Hahn, L., Novotny, E., **Read, G. L.**, & Ahn, S. J. (2022). *Walking the moral plank: Using virtual reality to investigate moral decision-making in a tragedy of the commons dilemma*. Moral Media Conference. Michigan State University. East Lansing, MI.
- [C.35] Yan, H., **Read, G. L.**, & Bailey, R. (2022). *The amplification effects of camera point-of-view (POV) revisited—racial disparity in evaluations of police use of force videos in the post-George Floyd era*. Association for Education in Journalism and Mass Communication. Detroit, MI.
- [C.34] Lu, X.*, Hatfield, H.*, Sun, S.*, Seo, Y.*, Kim, S.*, Choi, S. I.*, Zhao, W.*, Duncan, J.*, Yoon, H. J., Wojdyski, B., & **Read, G. L.** (2022). *Gaining insights into effects appeals for COVID-19 vaccine messages targeting 18–23-year-old college students*. International Communication Association Conference. Paris, France.
- [C.33] Frieberger, N., Lynch, T., **Read, G. L.**, & Blouin, L. (2022). *Processing depression: Effects of gender stereotypical information in DTC ads*. International Communication Association Conference. Paris, France.

- [C.32] Bailey, R. L., **Read, G. L.**, Chock, T. M., Potter, R. F., Ha, L., & Rodero, E. (2022). *Panel: Data collection in pandemic times*. International Communication Association Conference. Paris, France.
- [C.31] Pittman, M., & **Read, G. L.** (2022). *Corporate self-responsibility? Internal CSR efforts moderate efficacy for legacy brands*. International Communication Association Conference. Paris, France.
- [C.30] Frieberger, N., Lynch, T., **Read, G. L.**, & Blouin, L. (2021). *(Men)tal health: Perceptions of depression in men and women*. National Communication Association Conference. Seattle, WA.
- [C.29] Bailey, R., **Read, G. L.**, Yan, H., Khan, T., Liu, J., Tien, M., Dolorit, A., & Burgos, E. (2021). *How Camera Perspective Contributes to Normative Judgments of Officers and Citizens in Police Use of Force Videos*. International Communication Association. Virtual Conference.
- [C.28] Wen, T., Mundel, J., **Read, G. L.**, Almond, A., Alhabash, S., & Wilson, J. (2021). *Panel: Translating consumer neuroscience into advertising research and education*. American Academy of Advertising. Virtual Conference.
- [C.27] Yan, H., **Read, G. L.**, & Gonzales, A. L. (2020). *Making stability dependable: Stable cellphone access leads to better health outcomes for those experiencing poverty*. National Communication Association. Indianapolis, IN. Virtual Conference.
- [C.26] **Read, G. L.**, Lee, Y.* , Kim, J.* , Seo, Y.* , Sun, S.* , Lu, X.* , Brown, S.** , Kim, T.* , Cai, W.* , Jones, K.** , Jun, H.* , & Lim, J.* (2020). *Using Hierarchy of Effects and LC4MP to investigate the effects of publicity on ads featuring athlete endorsers*. American Academy of Advertising. San Diego, CA. Virtual Conference.
- [C.25] Kim, T.* , & **Read, G. L.** (2020). *Effect of social cognition on influencer advertising: From the perspective of Stereotype Content Model (SCM) ad Behaviors from the Interpersonal Affect and Stereotypes (BIAS) Map*. American Academy of Advertising. San Diego, CA. Virtual Conference.
- [C.24] Gonzales, A. L., Yan, H., **Read, G. L.** & Brown, A. (2019). *What is missing? How technology maintenance is overlooked in representative surveys of digital inequalities*. International Communication Association. Washington, D. C.
- [C.23] **Read, G. L.** & Brown, K. (2019). *Brand novelty and publicity about athlete endorsers affect cognitive processing and evaluation of ads*. International Communication Association. Washington, D. C.
- [C.22] **Read, G. L.** (2019). *The role of social categorization of models on visual attention to features of print advertisements*. International Communication Association. Washington, D. C.
- [C.21] Nikoulina, A. I., James, T. W., Sites, J., Jamison-Koenig, E., **Read, G. L.**, & Potter, R. F. (2018). *Content analysis of music alcohol-dependent women and controls associate with going out' versus 'staying home.'* Association for Education in Journalism and Mass Communication. Washington, D. C.
- [C.20] **Read, G. L.**, Partain, L. P. B., Gonzales, A. L., Vaughn, Z., Semivolos, A., & Anderson, P. (2018). *A critical approach to investigating communication practices of marginalized populations using longitudinal field experiments*. International Communication Association. Prague, Czech Republic.

- [C.19] **Read, G. L.**, Zheng, X., Cores Sarría, L., Lu, Y., & Potter, R. F. (2017). *Racially ambiguous models increase advertising effectiveness*. National Communication Association. Dallas, TX.
- [C.18] **Read, G. L.**, Zheng, X., Cores Sarría, L., Lu, Y., & Potter, R. F. (2017). *News highlighting gender identity of models in fashion ads affect responses to the ads themselves*. Society for Psychophysiological Research. Vienna, Austria.
- [C.17] **Read, G. L.**, Innis, I. I., van Driel, I. I., & Potter, R. F. (2017). *Gender differences in neural indicators of emotion and attention to same-sex pairs in advertising*. International Communication Association. San Diego, CA.
- [C.16] **Read, G. L.**, Cores Sarría, L., Zheng, X., Lu, Y., & Potter, R. F. (2017). *Do gender identity and expression influence responses to transgender and androgynous models in advertisements?* International Communication Association. San Diego, CA.
- [C.15] Matthews, N. L., Lynch, T., & **Read, G. L.** (2016). *Experiencing games: Investigating what influences the adverse effects of game violence*. International Communication Association. Fukuoka, Japan.
- [C.14] **Read, G. L.**, Lynch, T., & Matthews, N. L. (2016). *Playing versus watching a sexualized female avatar under conditions of cognitive load*. International Communication Association. Fukuoka, Japan.
- [C.13] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2016). *Electroencephalographic responses to gay imagery in advertising*. International Communication Association. Fukuoka, Japan.
- [C.12] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2016). *Mind the gender gap: Differences in liking and purchase intention after viewing advertisements of gay and heterosexual couples*. International Communication Association. Fukuoka, Japan.
- [C.11] **Read, G. L.**, van Driel, I. I., & Potter, R. F. (2015). *Advertisements featuring same-sex couples affect attention, but not emotional, responding*. Society for Psychophysiological Research. Seattle, WA.
- [C.10] **Read, G. L.**, & Lynch, T. (2015). *Does cognitive capacity affect self-objectification after exposure to sexualized videogame characters?* International Communication Association Game Studies Preconference. San Juan, Puerto Rico.
- [C.9] **Read, G. L.**, van Driel, I., Jeon, Y., & Potter, R. F. (2015). *Do psychophysiological responses to gay imagery in advertising predict consumer behavior better than self-reported responses?* International Communication Association. San Juan, Puerto Rico.
- [C.8] Potter, R. F., **Read, G. L.**, & Sites, J. (2014). *That's not how it goes! The effect of familiarity on automatic attention to expectancy violations in popular songs*. International Communication Association. Seattle, WA.
- [C.7] **Read, G. L.** (2014). *Panel: The influence of media violence*. Research presented as part of *Hot Button Issues: New Data and Perspectives on Controversial Media Influences*, Broadcasters Education Association Conference. Las Vegas, NV.

- [C.6] White, W. C., Littlefield, A. M., Andersen, H. K., French, A. M., **Read, G. L.**, Altman, S. A., & Zrull, M. C. (2013). *One and/or a history of exposures to an enriched environment affect c-fos expression in adolescent entorhinal cortex and hippocampal regions*. Society for Neuroscience. San Diego, CA.
- [C.5] **Read, G. L.**, Ballard, M. E., Emery, L. J., & Bazzini, D. G., (2013). *Gender differences in appraisal of emotional images*. Southeastern Psychological Association. Atlanta, GA.
- [C.4] Ballard, M. E., **Read, G. L.**, Bazzini, D., & Emery, L. J. (2013). *Detection of physiological and affective responses to violent video games using facial electromyography*. Society for Research on Child Development. Seattle, WA.
- [C.3] Ballard, M. E., & **Read, G. L.** (2012). *Variations in physiological reactivity to console versus active video game play*. Society for Research on Adolescence. Vancouver, Canada.
- [C.2] **Read, G. L.**, Myers, A. C., Donohue, D., & Stewart, T. L. (2010). *Anti-discrimination evaluation strategies elicit egalitarian, not overcompensatory, hiring practices*. Southeastern Psychological Association. Chattanooga, TN.
- [C.1] **Read, G. L.**, Latu, I. M., Myers, A. C., & Stewart, T. L., Donohue, D., & Estes, S. B. (2009). *What we "say" and "think" about women in the workplace*. Southeastern Psychological Association. New Orleans, LA.

GRANT EXPERIENCE

Grants in Progress

- [GP.1] **Effect of point-of-view on interpretation of body-worn camera footage: A psychophysiological investigation of cognitive processing and evaluation of culpability** (\$9,600, awarded 2022). UGA Owens Institute of Behavioral Research Faculty Seed Grant. Role: PI with Bart Wojdyski (Co-I)

Grants Completed

- [GC.7] **Communicating Gender** (\$49,943, awarded 2018). The Ohio State University School of Communication Seed Grant. Role: Research collaborator with James Alex Bonus, Teresa Lynch (Co-PIs) and collaborators Amy L. Nathanson, and Susan L. Kline
- [GC.6] **Athletes and Ads** (\$2,500, awarded 2019). Department of Advertising and Public Relations Research Seed Grant. Role: PI
- [GC.5] **Heuristica** (\$11,300,000, awarded 2012). Intelligence Advanced Research Projects Activity. Role: RA in 2014 with Edward Castronova (PI), collaborative project with Applied Research Associates, Georgia Tech Research Institute, and Wright State University.
- [GC.4] **Physiological desensitization to video games** (\$300, awarded 2011). Appalachian State University Office of Student Research. Role: PI
- [GC.3] **Physiological desensitization to video games** (\$400, awarded 2011). Appalachian State University Cratis D. Williams Graduate Student Research Grant. Role: PI
- [GC.2] **Physiological desensitization to video games** (\$313, awarded 2011). Appalachian State University Graduate Student Association Senate. Role: PI
- [GC.1] **Physiological desensitization to video games** (\$130, awarded 2011). Appalachian State University Psychology Graduate Student Organization. Role: PI

Finalist, Not Funded

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

AWARDS, HONORS, AND FELLOWSHIPS

Recognitions in Research and Scholarship

- 2023: **Top Paper Award**
Communication and Social Cognition Division, National Communication Association
- 2022: **Mary Alice Shaver Promising Professor Award**
American Academy of Advertising
- 2019: **Annie Lang Outstanding Dissertation Award**
Information Systems Division, International Communication Association
- 2018: **Dissertation Fellowship**
College of Arts and Sciences, Indiana University
- 2018: **Travel Award**
Media School Louise Hess Miller Fund, Indiana University
- 2018: **Best Research Paper**
Media School Graduate Achievement Award, Indiana University
- 2017: **Travel Award**
Media School Louise Hess Miller Fund, Indiana University
- 2017: **Student Travel Award**
Society for Psychophysiological Research
- 2017: **Travel Award**
Media School Tom and Jay Darragh Fund, Indiana University
- 2016: **Travel Award for Women in Science**
Office of the Provost, Indiana University
- 2013: **Merit Fellowship**
Department of Telecommunications, Indiana University

Recognitions in Teaching and Student Success

- 2023: **Student Success Influencer Award**
Career Center, University of Georgia
- 2020: **Outstanding Advertising Teacher of the Year**
Advertising and Public Relations Department, University of Georgia
- 2020: **Recognition for Student Career Development and Success**
Career Center, University of Georgia

TEACHING

Graduate Courses

University of Georgia

- Advertising and Communication Management
- Consumer Neuroscience and Psychology
- Mass Communication Research Methods
- Mass Communication Research Methods (online)
- Media Planning
- Media Psychophysiology

Undergraduate Courses

University of Georgia

- Advertising and Society
- Insights and Analytics (online)
- Insights and Analytics
- Media Strategy and Activation

Indiana University

- Creative Advertising (Associate Instructor)
- Introduction to Media (Discussion Leader)
- Media and Society (Associate Instructor)
- Programming Strategies
- Race, Ethnicity, and the Media (Associate Instructor)

Appalachian State University

- Introduction to Psychology

Independent Studies/Lab Apprenticeships

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

MENTORSHIP

Graduate Student Committees

Doctoral Committee:

- Sung In Choi
- Matthew Gehr (Psychology)
- Haley Hatfield
- Matthew Klein
- Ja Kyung Seo
- Wenqing Zhao
- Solyee Kim (PhD, 2022)

Master's Thesis Committees:

- GuangLun Hsiang
- Melissa Kennedy
- Haoyue Xiang
- Jeffrey Duncan (MA, 2019)
- Jooyoung Uhm (MA, 2021)

Master's Non-Thesis Committees:

- Brianna Smith (Journalism MA, 2023)

Research Mentoring

BBAM Lab Research Mentoring:

- *Current Doctoral Students:*
 - Alex Frank
 - Haley Hatfield
 - Anne Perera
 - Karen Robayo Sanchez
 - Brittany Shivers
 - Wenqing Zhao
- *Current Master's Students:*
 - Lanlan Zhang
 - Loredonna Fiore
- *Current Undergraduate Students:*
 - Alex Lee-Bolton

Undergraduate CURO Research Mentoring:

- Sierra Brown (Spring 2019, Fall 2019, Spring 2020)
- Eniola Badejo (Fall 2023)

Former BBAM Mentees:

- Matthew Gehr (Psychology, **PhD** expected '24)
- Youngji Seo (**PhD** '22, Assistant Professor, Temple University)
- Xuerong Lu (**PhD** '22, Assistant Professor, Oregon State University)
- Solyee Kim (**PhD** '22, Assistant Professor, Howard University)
- Shuoya Sun (**PhD** '22)
- Taeyeon Kim (**PhD** '20, Research Professor, Korea University)
- Jihoon Kim (**PhD** '20, Assistant Professor, University of Alabama)
- Yen-I Lee (**PhD** '19, Assistant Professor, Washington State University)
- Skylar Hudson (**BA** '23, Master's Student, University of Georgia)
- Kevin Jones (**BA** '20, Copywriter, Kaptiv8)
- Sierra Brown (**BA** '20, Senior Associate – Consumer Marketing, Eli Lilly)

INVITED SCHOLARLY PRESENTATIONS

[SP.6] Assmann, K., **Read, G. L.**, Weatherford, J., & Landrum, K. (September 2022). Busy work or deep learning? A lightning round with active learning experts. Presentation to the College of Journalism and Mass Communication Lunch & Learn. University of Georgia. Athens, GA.

[SP.6] **Read, G. L.** (February 2022). What can electroencephalography tell us about media? Presentation to Dr. Taylor Wen's Graduate Psychophysiology Seminar. University of South Carolina. Virtual presentation.

[SP.5] **Read, G. L.** (October 2021). Gender and sexual orientation in advertising: A series of studies on the effects of representation. Presentation to the Doctoral Seminar. Florida State University. Virtual presentation.

[SP.4] **Read, G. L.** (October 2021). Into the black box: Elucidating implicit psychological processes revolutionizes our understanding of human communication phenomena. Presentation to the College of Journalism and Mass Communication Brown Bag Seminar. University of Georgia. Athens, GA.

[SP.3] **Read, G. L.** (April 2021). Information processing in mediated social contexts: Benefits and drawbacks of psychophysiology and neuroscientific measures. Presentation to the Media Engagement Research Laboratory (ME Lab). DePaul University. Virtual presentation.

[SP.2] **Read, G. L.** (October 2017). Implicit measures in Communication Research. Presentation Dr. Teresa Lynch's Undergraduate Communication and Technology Class. Ohio State University. Columbus, OH.

[SP.1] **Blinded**

SERVICE

To the Field

Conference Offices Held

- 2023-present: **Vice Chair**, Information Systems Division, International Communication Association
- 2020-present: **Member**, Research Committee, American Academy of Advertising
- 2020-2022: **Secretary**, Information Systems Division, International Communication Association

Editorial Boards

- Journal of Advertising Research (since 2023)
- Journal of Advertising (since 2022)
- International Journal of Advertising (since 2020)
- Journal of Communication (2021-2022)

Ad-hoc Journal Reviewing

- Communication and Race
- Communication Monographs
- Communication Research Reports
- Frontiers in Psychology
- Games and Culture
- Health Communication
- International Journal of Advertising
- International Journal of Communication
- International Journal of Sports Marketing and Sponsorship
- Journal of Advertising
- Journal of Broadcasting and Electronic Media
- Journal of Business Ethics
- Journal of Communication
- Journal of Consumer Marketing
- Journal of Health Communication
- Journal of Interactive Advertising
- Journal of Retailing and Consumer Services
- Media and Communication
- Media Psychology
- New Media and Society

- Sex Roles
- SAGE Open

Conference Reviewing

- International Communication Association
- American Academy of Advertising
- Association for Education in Journalism and Mass Communication
- National Communication Association

Professional Panels

- Invited Panelist, Graduate Student Symposium “Ask the Chairs/Search Chairs”, American Academy of Advertising (2023)
- Invited Panelist, Public Relations Division Graduate Student Luncheon, “Articulating your Career Identity”, Association of Education in Journalism and Mass Communication (2023)
- Invited Panelist, Graduate Student Symposium “Navigating Assistantships”, American Academy of Advertising (2021, 2022)
- Peabody Award Screening Committee, Documentary Category, 77th annual Peabody Awards (2017)

To the Department/College

- 2023: Search Committee Chair, Assistant Professor of Advertising (2 positions), University of Georgia
2022: Committee Member, Graduate Admissions and Research Committee, College of Journalism and Mass Communications, University of Georgia
2021: Search Committee Member, Karen W. and Daniel J. King Distinguished Professor of Advertising, Department of Advertising and Public Relations, University of Georgia
2021: Judge, “The Challenge”, ADPR Connection, University of Georgia
2020: Invited Speaker, Advertising Research, Talking Dog (UGA Student-run Ad Agency), University of Georgia
2018: Invited Speaker, Job Market Tips, Media School Graduate Association Workshop, Indiana University
2018: Invited Panel Member, Surviving ABD, Getting the Dissertation DONE, Media School Colloquium, Indiana University
2018: ICR Volunteer, Media School Direct Admit Day, Indiana University
2017: Graduate Student Representative, Advertising Faculty Search Committee, Indiana University
2015: Graduate Student Representative, Women in Game Design Program Enrollment Committee, Indiana University
2011: Vice President, Psychology Graduate Student Organization, Appalachian State University

To the University

- 2022: Invited Speaker, ALSI Alumni Guest Panel, Active Learning Summer Institute, University of Georgia
2012: Senator, Graduate Student Association Senate, Appalachian State University
2012: Graduate Student Association Senate Finance Committee Member, Appalachian State University
2011: Graduate Student Representative, Arts and Cultural Programs Committee, Appalachian State University
2010: Alternate Senator, Graduate Student Association Senate, Appalachian State University
2009: Student Ambassador, 1913 Society, Georgia State University

CERTIFICATIONS AND TRAININGS

- 2022: Grant Development Program (2022-2024 cohort), Owens Institute for Behavioral Research, University of Georgia, Athens, GA
- 2021: Active Learning Summer Institute, Center for Teaching and Learning, University of Georgia, Athens, GA
- 2018: Safe Spaces Training, UGA LGBT Resource Center, Athens, GA
- 2018: Visiting Future Professor Pilot Immersion Program, American Academy of Advertising-Advertising Educational Foundation, New York City, NY

PROFESSIONAL AFFILIATIONS

- 2017-Present American Academy of Advertising
- 2016-Present National Communication Association
- 2016-Present Association for Education in Journalism and Mass Communication
- 2014-Present International Communication Association
- 2012-Present Society for Psychophysiological Research
- 2008-Present Psi Chi, International Honor Society in Psychology
- 2008-2023 American Psychological Association