

# Joshua D. Cloudy

Grady College of Mass Communication & Journalism, University of Georgia  
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## Education

- 2024 **PhD**, Media & Communication, Texas Tech University  
**Advisor:** Melissa R. Gotlieb, PhD  
**Dissertation:** Vulnerable Online: Identifying Motivational and Personality Factors Related to Individual Susceptibility to Online Extremists' Recruitment Messages
- 2019 **MS**, Human Resources & Organizational Development (concentration in Leadership), University of Louisville
- 2017 **BA**, Psychology (Magna Cum Laude), University of Louisville

## Academic Positions

- University of Georgia**  
**Grady College of Mass Communication & Journalism**
- 2024 - Present Assistant Professor of Advertising
- Texas Tech University**  
**College of Media & Communication**
- 2020 - 2023 Graduate Part Time Instructor
- 2020 - 2023 Graduate Research Assistant

## Funding Awarded

- 2024 *Dissertation Study 2*  
**Graduate Student Research Support Award, The Ch Foundation and Texas Tech University Graduate School**  
**J. Cloudy** (Texas Tech University)  
Amount Awarded: \$1500.00
- 2023 *Dissertation Study 1*  
**The Bill and Avis Ross Graduate Student Research Award for Mass Communication, Texas Tech University**  
**J. Cloudy** (Texas Tech University)

- Amount Awarded: \$2,800.00
- 2023 *The (Perceived) Migrant Threat: Investigating the Effects of Intergroup Threat and the ANCODI Emotions on Support for Violence*
- Thomas Jay Harris Institute for Hispanic & International Communication, Texas Tech University**
- J. Cloudy** (Texas Tech University), C. Essary (Texas Tech University), & M. Neurohr (University at Buffalo)
- Amount Awarded: \$450.00
- 2023 *Media Perceptions and Political Action in Uncertain Times: Investigating the Relationship Between Uncertainty, Hostile Media Bias, and Radicalism*
- The Clint Formby and Wendell Mayes, Jr. Student Research Endowment in the College of Media & Communication, Texas Tech University**
- J. Cloudy** (Texas Tech University), M. R. Gotlieb (Texas Tech University), & B. McLaughlin (Texas Tech University)
- Amount: \$540.00
- 2023 *Somebody Call 911?: Examining How the Perceived Temporal Distance of a Collective Memory Affects Black Americans' Perceptions of Metadehumanization*
- The Clint Formby and Wendell Mayes, Jr. Student Research Endowment in the College of Media & Communication, Texas Tech University
- J. Cloudy** (Texas Tech University), B. Potter (Texas Tech University), & S. E. Brammer (University of North Florida)
- Amount: \$560.00

## Research

### **Refereed Journal Articles & Proceedings**

- McLaughlin, B., Gotlieb, M. R., Mills, D. J., Serra, M. J., & **Cloudy, J.** (In Press). Living in a (mediated) political world: Mindfulness, problematic news consumption, and political hostility. *Communication Research*.
- McLaughlin, B., **Cloudy, J.**, Hunter, J., & Potter, P. (2024). Stitch incoming: Political engagement and aggression on TikTok, Facebook, and Twitter. *Behaviour & Information Technology* (online ahead of print). <https://doi.org/10.1080/0144929X.2024.2354436>
- Cloudy, J.**, Gotlieb, M. R., & McLaughlin, B. (2023). Online political networks as fertile ground for extremism: The roles of group cohesion and perceived group threat. *Journal of Information Technology & Politics* (online ahead of print). <https://doi.org/10.1080/19331681.2023.2193580>

**Cloudy, J.,** Banks, J., & Bowman, N. D. (2022). AI journalists and reduction of perceived hostile media bias: A replication and extension considering news organization cues. *Technology, Mind, and Behavior*, 3(3). <https://doi.org/10.1037/tmb0000083>

**Cloudy, J.,** Banks, J., & Bowman, N. D. (2023). The str(AI)ght scoop: Artificial intelligence cues reduce perceptions of hostile media bias. *Digital Journalism*, 11(9), 1577-1596. <https://doi.org/10.1080/21670811.2021.1969974>

[Published online, 2021]

Landrum, A.R., **Cloudy, J.** & Shafto, P. (2015). More than true: Developmental changes in use of the inductive strength for selective trust. In D. C., Noelle, R. Dale, A. S. Warlaumont, J. Yoshimi, T. Matlock, C. D., Jennings, & P. P. Jaglio (Eds) *Proceedings of the 37th Annual Conference of the Cognitive Science Society* (pp. 1249-1254). Austin, TX: Cognitive Science Society.

### **Conference Presentations**

**Cloudy, J.,** Potter, B., & Brammer, S. E. (2024). Somebody call 911?: Temporal framing, collective memory, and metadephumanization in Black-Police relations. Poster presented at the annual Texas Tech University graduate student research poster competition, Lubbock, Texas.

Smith, C. R., Brammer, S. E., **Cloudy, J.,** & Bennett-Brown, M. (2023). “Having sex is not a comfortable conversation”: Analyzing responses from young adults regarding their negative experiences during sexual activity. Paper presented at the annual conference of the National Communication Association, National Harbor, Maryland.

Milman, E., Brammer, S. E., **Cloudy, J.,** & Smith, C. R. (2023). Querying the LDS church’s messages about sexuality and gender-diversity in ‘Liahona.’ Paper presented at the annual conference of the National Communication Association, National Harbor, Maryland.

Brammer, S. E., **Cloudy, J.,** & Kulkarni, C. (2023). “Don’t scroll ... we’re lifting you up in prayer”: #NunTok as a case study in the diffusion of TikTok as an innovation, imagined audience, and vehicle for a critical cultural shift. Paper presented at the biennial conference of the World Communication Association, Honolulu, Hawaii.

Smith, C. R., Brammer, S. E., Perez, C., **Cloudy, J.,** & Essary, C. (2023). “Rip Top G:” Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate. Paper presented at the annual conference of the International Communication Association, Toronto, Canada.

**Cloudy, J.,** Banks, J., & Bowman, N. D. (2022). AI journalists and reduction of hostile media bias: A replication and extension with news organization cues. Paper presented at the annual conference of the International Communication Association, Paris, France.

Brammer, S. E., Kulkarni, C., & **Cloudy, J.** (2022). Relationships in the 21st century: Examining obsessive relational intrusion through the lens of media multiplexity theory. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication - Midwinter, Norman, Oklahoma.

**Cloudy, J.,** Banks, J., & Bowman, N. D. (2021). The str(AI)ght scoop: Artificially intelligent journalists reduce perceptions of hostile media bias. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Virtual (due to COVID-19).

[Third place, Communication Technology Division].

Landrum, A. R., **Cloudy, J.,** & Shafto, P. (2015). More than true: Developmental changes in use of the inductive strength for selective trust. Poster presented at the 2015 conference of the Cognitive Science Society, Pasadena, California.

## **Teaching/Instruction**

### **Texas Tech University, College of Media & Communication**

#### *Instructor of Record (\*online course)*

<b>ADV 3310</b>	<b>Principles of Advertising</b> Spring 2022, Spring 2023
<b>ADV 4301</b>	<b>Special Topics in Advertising: Marginalized Groups in Advertising</b> Fall 2020
<b>ADV 3350</b>	<b>Sports Advertising</b> Spring 2021, Fall 2022, Summer 2023 (Summer I*)
<b>MCOM 3300</b>	<b>Theories of Media and Communication</b> Fall 2021, Summer 2022 (Summer I*)
<b>MCOM 2320</b>	<b>Writing for Media and Communication</b> Summer 2021 (Summer I* and Summer II*)

## **Service**

### **Unit/Department/College**

#### *Texas Tech University*

	<b>Assistant Professor of Advertising and Brand Strategy Search Committee</b>
2022 - 2023	Graduate Student Representative <b>College of Media &amp; Communication Graduate Student Society</b>
2022 - 2023	Academic Committee Member
2021 - 2022	Treasury Committee Member
2021 - 2024	Peer Mentor

## **Profession/Academy**

### *Association for Education in Journalism & Mass Communication (AEJMC)*

### **Political Communication Division**

2024 - Present Professional Freedom & Responsibility Chair  
2023 – 2024 Graduate Student Liaison  
2021 - 2022 Graduate Student Liaison

### **Ad Hoc Reviewer**

2024 Journal of Experimental Psychology: Applied

### **Professional Memberships**

Association for Education in Journalism & Mass Communication (AEJMC); International Communication Association (ICA); World Communication Association (WCA)

### **PROFESSIONAL EXPERIENCE**

2019 - 2020 **Science Teacher (8th Grade)**  
River Valley Middle School

2017 - 2019 **Graduate Assistant**  
Office of Educator Development and Clinical Practice, University of Louisville