

Lance Porter
August 2, 2024
University of Georgia
Grady College of Journalism and Mass Communication
Department of Advertising and Public Relations
Athens, GA 30601
lance.porter@uga.edu

EDUCATION

2002 University of Georgia
 PhD, Mass Communication

1998 University of Georgia
 MA, Mass Communication

1991 Mississippi State University
 BBA, Banking and Finance

UNIVERSITY APPOINTMENTS

University of Georgia
Grady College of Journalism and Mass Communication
Department of Advertising and Public Relations
Athens, Georgia

2024- Karen W. and Daniel J. King Distinguished Professor in Advertising

Louisiana State University
Manship School of Mass Communication
Baton Rouge, Louisiana

2019-24 Class of 1941 Alumni Professor

2020-22 Interim Associate Dean, Undergraduate Studies and Administration

2017-24 Full Professor

2016-24 Founding Director, Social Media Analysis and Creation (SMAC) Lab

2014-15 Interim Director, Masters Program

2011-17 Associate Professor

2005-11 Advertising Area Head

2004-11 Assistant Professor

LSU Center for Computation and Technology (25% joint appointment)

2017-24 Cultural Computing Focus Area Lead

2008-24 Avatar/Digital Media Arts and Engineering (DMAE) Faculty

2004-24 Cultural Computing Focus Area Member

INDUSTRY EXPERIENCE

2004- President
New Media Mind
Baton Rouge, Louisiana

Consult with international clients to evaluate all forms of digital marketing, including online display advertisements, social media, and mobile marketing efforts. Implement and evaluate surveys and eye-tracking studies. Create training modules and conduct on-site training for social media. Past clients include Disney, Visa, Warner Bros., and DreamWorks.

2000-04 Executive Director - Digital Marketing
Director - Internet Strategy
Walt Disney Motion Picture Group
Buena Vista Pictures Marketing
Burbank, California

Developed, implemented, and evaluated digital advertising, social media, and publicity campaigns for more than 100 feature films released under Disney and Touchstone Pictures. Produced digital content for each film including interactive advertising and official Web sites. Conducted online media buys. Oversaw online marketing research and evaluation efforts.

1997-2000 New Media Consultant
Athens, Georgia

Internet consultant for clients including Turner Entertainment and United Parcel Service. Taught employee seminars in new media production.

1995-96 Promotional Copywriter
Creative Services Coordinator

Schleicher and Schuell, Inc.
Keene, New Hampshire

Created promotional copy for print advertisements and corporate communications materials. Developed marketing communication campaigns for new products. Created one of the first commercial web sites in the bio-tech industry.

1994-95 Marketing Representative
RISCORP, Inc.
Concord, New Hampshire

Directed all aspects of marketing campaigns, including sales calls, telemarketing, and database development. Produced copy for direct mail and advertisements. Generated over \$1 million in annual premium for this small business.

1991-94 Vice President - Contracts
Director - Contracts
Contracts Coordinator
Contracts Specialist
Resolution Trust Corporation
New Orleans, Louisiana

Hired, trained and supervised staff of seven in the writing, solicitation and oversight of over 800 Requests for Proposals resulting in the marketing, management and sale of over \$1 billion in resort properties. Promoted three times over three years to officer level.

SCHOLARLY RESEARCH IMPACT

Citations: 2,449
h-index: 20
i10 index: 24
[Google Scholar](#)

PEER-REVIEWED SCHOLARLY BOOKS

*indicates graduate student co-author

Porter, L. (Ed.). (2024). The Disinformers: Social Media, Disinformation and Elections, Baton Rouge: Louisiana State University Press.

*Crosswell, L. & Porter, L. (2018). Politics, Propaganda, and Public Health, Lanham: Lexington Books.

PEER-REVIEWED JOURNAL ARTICLES

*indicates graduate student co-author, #indicates post-doc co-author

*DeFelice, C., Porter, L., & Kim, S. W. (2024). Moviegoing in the wake of a pandemic: Re-evaluating the attitudes, intentions, and behaviors of U.S. Moviegoers in the streaming era. Journal of Media Economics, 1–18. <https://doi.org/10.1080/08997764.2024.2361747>

*DeFelice, C., & Porter, L. (2024). Theaters, social media, and streams: Evaluating social word-of-mouth patterns of pandemic-era blockbuster films on Twitter. Convergence, 0(0). <https://doi.org/10.1177/13548565241236441>

*Oden, A., Bauer, N.M., #Jiang, K. & Porter, L. (2023). Women’s Engagement in Political Discussion on Twitter: The Role of Gender Salience, Resources, and Race/Ethnicity. Sex Roles <https://doi.org/10.1007/s11199-023-01439-w>

Park, H., Yang, C., Li, R., Grimm, J. & Porter, L. (2023). The Role of Media in Addressing Opioid Use Disorder: Examining Causal Attributions and Emotions as Mediators of Media Influence on Stigma and Policy Support. Journal of Health Communication. <https://doi.org/10.1080/10810730.2023.2270450>

*Oden, A., & Porter, L. (2023). The Kids Are Online: Teen Social Media Use, Civic Engagement, and Affective Polarization. Social Media + Society, 9(3). <https://doi.org/10.1177/20563051231186364>

#Ke, J., Porter, L., *Wang, R., *Kim, S.-W. & Johnson, M. (2022). Pundits, Presenters and Promoters: Investigating Gaps in Digital Production Among Social Media Users Using Self-Reported and Behavioral Measures. First Monday, 27(12). <https://doi.org/10.5210/fm.v27i12.11604>

#Jiang, K., Li, R., Porter, L. & *Wang, R. (2022). Investigating Types of Second Screeners and Their Social Media Behaviors. Journal of Communication Technology, 5(2), 1-29. <https://doi.org/10.51548/joctec-2022-006>

Henderson, M., Jiang, K., Johnson, M. & Porter, L. (2021). Measuring Twitter Use: Validating Survey-Based Measures, Social Science Computer Review, 39(6), 1121-1141. <https://doi.org/10.1177/0894439319896244>

Windels, K. & Porter, L. (2020). Examining Consumers’ Recognition of Native and Banner Advertising on News Website Homepages. Journal of Interactive Advertising, 20 (1) 1-16. <https://doi.org/10.1080/15252019.2019.1688737>

- #Jarreau PB, *Cancellare, IA, Carmichael, BJ, Porter L, *Toker D, & *Yammine SZ (2019). Using selfies to challenge public stereotypes of scientists. PLoS ONE 14(5): e0216625. <https://doi.org/10.1371/journal.pone.0216625>
- Windels, K., Heo, J., Jeong, Y., Porter, L. & *Wang, R. (2018). My Friend Likes This Brand: Do Ads with Social Context Attract More Attention on Social Networking Sites? Computers in Human Behavior. <https://doi.org/10.1016/j.chb.2018.02.036>
- #Brown, P. & Porter, L. (2017). Science in the Social Media Age: Profiles of Science Blog Readers. Journalism and Mass Communication Quarterly. <https://doi.org/10.1177/1077699016685558>
- *Crosswell, L. and Porter, L. (2016). The Eyes Don't Lie: Addressing Implicit Bias in Healthcare Administration and Education. International Journal of Interdisciplinary Studies in Communication, 11(3), 1-16. <https://doi.org/10.18848/2324-7320/CGP/v11i03/1-16>
- *Madison, T., Porter, L. and Greule, A. (2016). The Parasocial Compensation Hypothesis. Imagination, Cognition and Personality, 35(3), 258-279. <https://doi.org/10.1177/0276236615595232>
- *Crosswell, L. and Porter, L. (2016). Inoculating the electorate: A qualitative look at American corporatocracy and its influence on health communication. Critical Public Health, 26(2), 207-220. <https://doi.org/10.1080/09581596.2015.1026877>
- *Madison, T. and Porter, L. (2015). The People We Meet: Functions of Parasocial Interaction. Imagination, Cognition and Personality, 35(1), 47-71. <https://doi.org/10.1177/0276236615574490>
- *Gevorgyan, G., Porter, L. and Manucharova, N. (2014). Is Culture a Double-Edged Sword? Exploring the Attitudinal and Cognitive Effects of Culturally Accommodative Online Advertising. Review of Business Research, 14(3), 129-142. <http://dx.doi.org/10.18374/RBR-14-3.12>
- *Lewis, B. and Porter, L (2010). In-Game Advertising Effects: Examining Player Perceptions of Advertising Schema Congruity in Massively Multiplayer Online Role-Playing Games, Journal of Interactive Advertising, 10(2). <http://dx.doi.org/10.1080/15252019.2010.10722169>
- *Mabry, E. and Porter, L. (2010). Movies and MySpace: The Effectiveness of Official Websites versus Online Promotional Contests, Journal of Interactive Advertising, 10(2). <https://doi.org/10.1080/15252019.2010.10722166>

- Porter, L. (2010). Communicating for the Good of the State: A Post-Symmetrical Polemic on Persuasion in Ethical Public Relations, Public Relations Review, 36(2), 127-133. <https://doi.org/10.1016/j.pubrev.2009.08.014>
- Benigni, V., Porter, L., and Wood, J. (2009). The Rant: How Online Fan Culture is Revolutionizing College Football, Journal of Electronic Communication, 19(3&4).
- Porter, L., Sweetser, K., and Chung, D. (2009). The Blogosphere and Public Relations: Investigating Practitioners' Roles and Blog Use, Journal of Communication Management, 13(3), 250-267. <https://doi.org/10.1108/13632540910976699>
- *Biswas, M. and Porter, L. (2008). States of Emergency, 'Limited' Press Freedom, and the Role of Blogs: A Bangladeshi Context, Journal of New Communication Research, 3(1), 25-40.
- Sweetser, K., Porter, L., Chung, D. & Kim E. (2008). Credibility and the Uses of Blogs Among Professionals in the Communication Industry, Journalism and Mass Communication Quarterly. 85(1), 169-185. <https://doi.org/10.1177/107769900808500111>
- *Gevorgyan, G. and Porter, L. (2008). One Size Does Not Fit All: Culture and Perceived Importance of Web Design Features" Journal of Website Promotion, 3 (1&2). doi: 10.1080/15533610802052589
- *Hughes, J. and Porter, L. (2007). Diffusion of Innovations in Public Relations: Investigating Proximity to Innovators Among Public Relations Practitioners, International Journal of Strategic Communication, 1(4), 227-245. DOI:10.1080/15531180701623585
- Chung, D., Kim, E., Trammell, K. and Porter, L. (2007). Uses and Perceptions of Blogs and Media Roles: A Comparison between Journalism Professionals and Journalism Educators. Journalism Educator, 62(3), 305-322.
- Porter, Lance, Sweetser Trammell, Kaye D., Chung, Deborah and Kim, Eunsong. (2007). "Blog power: Examining the effects of practitioner blog use on power in public relations." Public Relations Review, 33(1), 92-95. doi:10.1016/j.pubrev.2006.11.018
- Porter, Lance and Golan, Guy. (2006). "From Subservient Chickens to Brawny Men: A Comparison of Viral Advertising to Television Advertising." Journal of Interactive Advertising, 6(2). <https://doi.org/10.1080/15252019.2006.10722116>

Porter, Lance V. & Sallot, Lynne M. (2005). Web Power: Examining Practitioners' World Wide Web Use and Its Effects on Their Decision-Making Power in Public Relations. Public Relations Review, 31(1), 111-119.

Sallot, L.M., Porter, L.V., & Acosta-Alzuru, C. (2004). Practitioners' World Wide Web Use and Perceptions of Their Roles and Power: A Qualitative Study. Public Relations Review, 30(3), 269-278. DOI:10.1016/j.pubrev.2004.05.002

Porter, Lance V. & Sallot, Lynne M. (2003). The Internet and Public Relations: Investigating Practitioners' Roles and World Wide Web Use. Journalism and Mass Communication Quarterly, 80(3), 603-622.
<https://doi.org/10.1177/107769900308000308>

*Porter, Lance, Sallot, Lynne, Cameron, Glen & Shamp, Scott. (2000). New Technologies and Public Relations: Exploring Practitioners' Use of Online Resources to Earn a Seat at the Management Table. Journalism and Mass Communication Quarterly, 78(1), 172-190.
DOI:10.1177/107769900107800111

PEER-REVIEWED BOOK CHAPTERS

Benigni, V., & Porter, L. (2022). A Crisis of Cool: Baseball's Race Against Time. In Jin, Y. and Austin, L. (Eds.) Social Media and Crisis Communication (pp. 314-318). New York: Routledge. <https://doi.org/10.4324/9781003043409>

Benigni, V. & Porter, L. (2022). Commodities of the Coaching Carousel in the Southeastern Conference: Twitter and the Nick Saban Effect. In Osborne, A and Coombs, D. (Eds.) Routledge Handbook of Sports Fans and Fandom. New York: Routledge. <https://doi.org/10.4324/9780429342189>

*Crosswell, L., Porter, L. & Sanders, M. (2017). Out of Sight, Out of Mind: Addressing Unconscious Brand Awareness in Healthcare Communication. In O'Hair, D. (Ed.) Risk and Health Communication in an Evolving Media Environment. New York: Routledge. <https://doi.org/10.1201/9781315168821>

Porter, L (2014). Digital, Social, and Mobile: The Multiplatform News Future of New Orleans. In Miller, A. and Reynolds, A. (Eds.) News Evolution or Revolution? The Future of Journalism in the Digital Age (pp. 163-178). New York: Peter Lang.

Benigni, V., Porter, L. and Wood, C. (2013). The New In-Game on Game Day: Fan Engagement and the Marriage of Mediated and Mobile. In Billings, A.C. and Harding, M. (Eds.) Routledge Handbook of Sports and New Media (pp. 225-236). New York: Routledge. 10.4324/9780203114711.ch20

Porter, L., Benigni, V. & Wood, J.C. (2011). From Analysis to Aggression: The Nature of Fan Emotion, Cognition and Behavior in Internet Sports Communities. In Billings, A.C. (Ed.), Sports media: Transformation, integration, consumption (pp. 128-145). New York: Routledge.
<https://doi.org/10.4324/9780203832790>

OTHER PUBLICATIONS

Trade Publication

Perlmutter, David and Porter, Lance. (2005). "Thinking Beyond the Dissertation." *Chronicle of Higher Education*, 52(17), C1.

Book Review

Porter, L. (2013). [Review of the book *Digital Universe, The Global Telecommunication Revolution*, by P.B. Seel]. *Electronic News*, 7, 48-50.

FUNDING SECURED

- 2023- Cybersecurity threat or xenophobia? Public attitudes toward the TikTok ban and data privacy
Funded by the Scripps Howard Race and Media Fund
Manship Research Projects on Diversity, Equity and Media
Amount: \$7,000
- 2022-24 Ken Kansas Professorship
Competitive professorship awarded to field social media panel for broad research on social media effects on teens.
Amount: \$35,236
- 2018 Class of 1941 Alumni Professorship
Amount: \$2,500 support fund annually + \$5,000 annual salary supplement
- 2018-22 Doris Westmoreland Darden Professorship
Competitive professorship awarded to field social media panel for broad research on digital equality and gender, race, income, and political partisanship.
Amount: \$34,040
- 2017 F. Walker Lockett, Jr. Distinguished Professorship
Competitive professorship awarded through the Manship School to conduct digital media research.
Amount: \$10,000

- 2013 Mobile Media User Experience (MMUX) Research Enhancement Grant, funded by the Louisiana Board of Regents to fund cross-disciplinary research in ubiquitous computing.
- Principal Investigator (along with Professor of Electronic Music and Digital Media/CCT, Jesse Allison)
Amount: \$75,000
- 2011-17 Mary P. Poindexter Professorship
Competitive professorship awarded through the Manship School to conduct digital media research on the mobilization of media.
Amount \$60,000
- 2008 Arts, Visualization, Advanced Technologies and Research (AVATAR) in Intelligent & Responsive Digital Media involving Art, Computer Science, Electrical and Computer Engineering, English, Landscape Architecture, Mass Communication, Music, and the Center for Computation & Technology (CCT). Funded by the LSU Multidisciplinary Hiring Initiative (MHI)
- Principal Investigator (along with Stephen David Beck, Stacey Simmons, Gabrielle Allen, Jorge Aravena, Rick Blackwood, Brad Cantrell, Bijaya Karki, David Koppelman, Mari Kornhauser, Rod Parker, Ram Ramanujam, Susan Ryan, Thomas Sterling and Brygg Ullmer)
Amount: \$2.44 million funding 9 faculty positions
- 2005-2011 Doris Westmoreland Darden Professorship
Competitive professorship awarded through the Manship School to conduct digital media research using eye-tracking methodology.
Amount: \$30,000

GRANTS SUBMITTED

- 2019 Developing a Fake News Event Database and Automated Fake News Detection Algorithms for Timely Intervention and Enhanced Disaster Recovery Activities
Co-PI (with Seungwan Yang, Library and Information Sciences)
Faculty Research Grant Program
LSU Office of Research and Economic Development
Amount: \$105,096
- 2018 The Evaluation of Learning with Social Media Through Youth in STEM for Improvement in Underrepresented Minorities (ELYSIUM).
National Science Foundation.

- Co-PI (along with Matthew Kupchik and Mark Benfield (Coastal Fisheries), Pamela Blanchard (Education) Emmy Hicks and Kenya Lenoir Messer (Office of Diversity)
Amount: \$1,535,144
- 2018 The LSU Social Media Panel. Louisiana Board of Regents.

Co-PI (along with Michael Henderson and Ruobing Li (Mass Communication)
Amount: \$147,688
- 2018 Louisiana Alliance for Smart Chemical Manufacturing (LaSCheM).
National Science Foundation.

Senior Investigator (along with John Flake (Chemical Engineering), Seung-Jong Park (Computer Science), Wayne Reed (Physics), Jose A Romagnoli (Chemical Engineering), James Dorman (Chemical Engineering), Jimmy Lawrence (Chemical Engineering), Brian Hanley (Chemical Engineering), John G Pendergast (Chemical Engineering), T Warren Liao (Industrial Engineering), Bhaba R Sarker (Industrial Engineering), Guoxiang Gu (Electrical Engineering), Jian Zhang (Computer Science), Qingyang Wang (Computer Science), Kisung Lee (Computer Science), Donghui Zhang (Chemistry), Xiao-Dong Zhou (Bionengineering, University of Louisiana-Lafayette), Christoph Borst (Computer Science, University of Louisiana-Lafayette), Sumeet Dua (Biomedical Engineering, Louisiana Tech University), Ebrahim Khosravi (Computer Science, Southern University), Yimin Zhu (Construction Management), James Palmer (Chemical Engineering, Louisiana Tech University), Jinwei Ye (Computer Science), Michelle Sanchez (Tulane Professor of Practice), Kathryn L. Carzoli (LSU Health Sciences), Alex Reed (Fluence Analytics)
Amount: \$19,977,828
- 2006 The Video Interactivity Project.
National Science Foundation Faculty Early CAREER grant
Amount: \$500,000
- 2005 The Interactivity Project.
National Science Foundation Faculty Early CAREER grant
Amount: \$438,188
- 2005 Visions of Katrina, Center for Computation and Technology.
National Science Foundation, General Development Program
Amount: \$26,130

ACADEMIC AWARDS AND HONORS

- 2019 Class of 1941 Alumni Professorship
Top university peer award recognizing excellence in instruction at the undergraduate level.
- 2017 LSU Rainmaker Mid-Career Scholar Award
Campus peer award recognizing outstanding research, scholarship and creative activity that extends beyond academia.
- 2016 Ralph Sims Award
Award presented by the Baton Rouge chapter of the American Advertising Federation honoring lifetime achievement in advertising education.
- 2013 Advised First Place team in 7th District of National Student Advertising Competition
- 2012 Named third most productive scholar studying online public relations in Ye, L., & Ki, E.-J. (2012). The Status of Online Public Relations Research: An Analysis of Published Articles in 1992-2009. Journal of Public Relations Research, 24(5), 409-434.
- 2011 Advised Second Place team in 7th District of National Student Advertising Competition
- 2010 AAF Donald G. Hileman Memorial Educator of the Year Award
Peer award presented to top advertising educator in District 7 of the American Advertising Federation (Mississippi, Alabama, Louisiana, Georgia, Tennessee)
- 2010 Advised Second Place team in 7th District of National Student Advertising Competition
- 2009 Alumni Faculty Excellence Award
Peer award based on teaching, research and service at the university level.
- 2009 Advised Third Place team in 7th District of National Student Advertising Competition
- 2008 Advised First Place team in 7th District of National Student Advertising Competition
- 2006-07 Tiger Athletic Foundation Teaching Award

Award based on peer and student evaluations of teaching given to top teachers in each college at LSU.

- 2006 Advised Third Place team in 7th District of National Student Advertising Competition
- 2005 Advised Third Place team in 7th District of National Student Advertising Competition, (LSU team's first time placing since 1972)
- 2002 Phi Kappa Phi
National Honor Society
- 2002 Kappa Tau Alpha
National Honor Society in Journalism and Mass Communication
- 1998 Margaret Broun Scholar
Scholarship awarded to top two entering doctoral students in the Grady College at University of Georgia

INDUSTRY AWARDS

- 2002 Clio Award for Advertising Excellence
Silver Award for Internet Advertising, Consumer-Targeted Site
"The Royal Tenenbaums" Official Movie Site
- 2002 Hollywood Reporter Key Art Award for Movie Marketing Excellence
Best Internet Web Site
"The Royal Tenenbaums" Official Movie Site

PEER-REVIEWED PRESENTATIONS

*indicates graduate student co-author, #indicates post-doc co-author, % indicates honors student co-author

Park, H., Yang, C., Li, R., Grimm, J. & Porter, L. (August, 2023) The Role of Media in Addressing Opioid Use Disorder. Paper to be presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC. **Second Place Faculty Paper Award in Communicating Science, Health, Environment, and Risk Division.**

*Defelice, C., *Kim, S. & Porter, L. (May, 2023) Theaters, Social Media, and Streams: Film in the Wake of a Pandemic. Paper presented at the annual conference of the International Communication Association, Toronto, Ontario.

Himmelboim, I., Hayes, J., Boatwright, B, Childers, C. & Porter, L. (March, 2023). Panelist. Creating a Social Media Listening Center. Special Topics Panel

- for the annual conference of the American Academy of Advertising. Denver, CO.
- *Oquendo, J. Porter, L. & #Jiang, K. (October 2019) The Ecology of Latinx Twitter. Paper presented at the annual conference of the Association of Internet Researchers, Brisbane, Australia.
- #Jiang, K., Li, R. *Wang, R., & Porter, L. (August 2019) Tweeting the Screen: Investigating Types of Second Screeners and Their Social Media Behaviors. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication. Toronto, Ontario.
- Porter, L. (August 2019) Panelist, Practical, Theoretical and Ethical Challenges and Strategies of Teaching Digital Analytics,” Annual Conference of Association for Education in Journalism and Mass Communication, August 9, 2018, Washington, DC
- #Jiang, K., *Wang, R., Porter, L. & Johnson, M. (August 2018). Pundits, Presenters and Promoters: Investigating Gaps in Digital Production among Social Media Users Using Self-Reported and Behavioral Measures. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication. Washington, DC. **Top Faculty Paper in the Communication Technology and Policy Division**
- *Oquendo, J., #Jiang, K., & Porter, L. (August 2018). Ethnicity and Language: A Cross Language Semantic Network Analysis of Tweets. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication. Washington, DC.
- #Jiang, K., Wang, *R., Porter, L. & Johnson, M. (June 2018). Who Produced What on Twitter: Integrating Semantic Network Analysis with Survey Research. Paper presented at Sunbelt social networking conference. Utrecht, Netherlands.
- Windels, K. & Porter, L. (August 2017). Examining Consumers’ Identification of Native and Display Ads on News Websites. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL
- Porter, L., Windels, K., & *Wang, R. (July 2017). Ad Evolution: Discovery, Processing and Identification of Native Advertising in Social Media Environments. Paper presented at 2017 American Academy of Advertising Global Conference, Tokyo, Japan.
- #Brown, P. & Porter, L. (2016). Science in the Social Media Age: Profiles of Science Blog Readers. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. **Top Faculty Paper in the Communicating Science, Health, Environment and Risk Division.**

*Crosswell, L. & Porter, L. (2016). Out of Sight, Out of Mind: Addressing Unconscious Brand Awareness in Healthcare Communication. Paper presented at annual conference of the Broadcasting Education Association, Las Vegas, NV.

Jeong, Y., Porter, L., Windels, K., *Wang, R., Jung, A & Heo, J. (2016). Can You See: An Eye-Tracking Approach to Examine the Effectiveness of Native Advertisements on Social Networking Sites. Paper presented at annual conference of the International Communication Association, Fukuoka, Japan.

Windels, Kasey, Yongick Jeong, Lance Porter, A-Reum Jung, Rui Wang, Jun Heo (2016), All Eyes on Privacy: An Eye-Tracking Study Examining the Relationship between Privacy Concerns and Socially-Referred Native Ads on Social Networking Sites. Paper presented at annual conference of the American Academy of Advertising in Seattle, WA.

*Crosswell, L. and Porter, L. (2016). The Eyes Don't Lie: Addressing Implicit Bias in Healthcare Administration and Education. Paper presented at 16th Annual International Conference on Knowledge, Culture, and Change in Organizations in Honolulu, HI.

Porter, L., Windels, K., Heo, J., *Wang, R. Jeong, Y., & Jung, A. (2015). Disclosure or Deception? Social Media Literacy, Use, and Identification of Native Advertising. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

*Crosswell, L. & Porter, L. (2014). Inoculating the Electorate: American Corporatocracy and its Influence on Health Communication. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.

%Pannu, H. & Porter, L. (2014). Getting My "V" Fix: Developing PSRs with HBO's "True Blood" through Emerging Social Media Platforms. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.

*Madison, T.P. & Porter, L. (2014). Heisenberg, Tony Soprano and Me: Characteristics of Parasocial Relationships. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV. **First Place Research Division Paper Competition.**

*Madison, T.P. & Porter, L. (2012). It's *still* all in your head: Parasociability and Compensation. Paper presented at Association for Education in Journalism and Mass Communication annual conference. Chicago, IL.

- *Madison, T.P. & Porter, L. (2012). It's All in Your Head: The Evolution of Television, Parasociability and Imagined Interactions. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV. **Third Place Research Division Paper Competition.**
- Porter, L. (March, 2012) Digital, Mobile, Social: The Future of Campaigns, Invited presentation to the American Academy of Advertising (Pre-Conference Workshop), Myrtle Beach, SC.
- Sanders, M. S., & Porter, L. (November, 2011). I want one!: Exploring parasocial relationships and character morality's effects on product placement effectiveness. Paper presented at the annual conference of the National Communication Association (Mass Communication Division), New Orleans, LA.
- Porter, L. (August 2010) Panelist, "The Future of Media Ethics in Journalism, Public Relations, Entertainment and Advertising," Annual Conference of Association for Education in Journalism and Mass Communication, August 5, 2010, Denver, CO
- Porter, L. (August 2010) Panelist, "Movies and Marketing: Selling the Silver Screen," Annual Conference of Association for Education in Journalism and Mass Communication, August 6, 2010, Denver, CO
- Porter, L. (2010, June) "Official Movie Websites: Exploring the Impact of Interaction with Online Movie Collateral on Movie-going Metrics," Paper presented to the EyetrackUX Tobii Eyetracking Conference to Evaluate User Experience," June 2, 2010, Leuven, Belgium.
- Porter, L., Wood, J.C., and Benigni, V. (2010, April) "Instant Replay: From Analysis to Aggression. The Nature of Fan Emotion, Cognition and Behavior in Internet Sports Communities," Paper presented to the Broadcast Education Association Symposium, Las Vegas, NV.
- Benigni, V., Porter, L. & Wood, J.C. (2010, March) "Handoff: The Move From Print to Online Media of College Sports Reporters and Fans," Paper presented at the Fourth Summit on Communication & Sport, Cleveland, OH.
- Benigni, V., Porter, L. & Wood, J.C. (2009, August) "A Whole New Ballgame: Mainstream Media Attitudes Toward Fan-Based Internet Sports Communities," Paper presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Jeong, Y. & Porter, L. (2009, August) "Advertising in A Live Drama: Audiences' Involvement in Football Broadcasting and Advertising Effectiveness," Paper

presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

*Mabry, E. & Porter, L. (2009, August) "Movies and MySpace: The Effectiveness of Official Websites versus Online Promotional Contests," Paper presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Porter, L. (2009, April) "Moving Up: Tracking Eye Movement Through Deep Interactive Entertainment Experiences," Paper presented to the EyetrackUX Tobii Eyetracking Conference to Evaluate User Experience," April 22, 2009, Frankfurt Germany.

Benigni, V., Porter, L. & Wood, J.C. (2009, May) "Handoff: A Multi-Method Examination of the Move From Print to New Media of Online Sports Reporters and Fans." Paper presented to the International Communication Association, "The Future is Prologue: New Media, New Histories?" May 21, 2009, University of Illinois-Chicago, Chicago, IL.

*Biswas, M. & Porter, L. (2008, October) "The role of blogs when a democracy is in crisis: A Bangladesh context." Presented to the Conference on Convergence & Society: The Participatory Web, October 8-11, 2008, University of South Carolina, Columbia, South Carolina.

Porter, L. (2008, August) "Persuasion and Public Relations: Classical Rhetorical Perspectives on Ethics and Meaning," Paper presented to the Public Relations Division of the national convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

*Lewis, B. and Porter, L. (2008, August) "Measuring Player Perceptions of Advertising in Massively Multiplayer Online Role-Playing Games." Presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

*Hoggard, J. and Porter, L. (2008, August) "Instructional Interactivity: Measuring the Effects of Combining the Product and Process of Interactivity Through Simulated Human Interaction." Paper presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Porter, L. (2008, May) Moderator, "Digital Public Relations," Panel, International Communication Association, Public Relations Division, May 24, 2008, Montreal, QC

- *Gevorgyan, G. and Porter, L. (2007, November). "Culture and Perceived Importance of Web Design Features: A Survey of American and Chinese College Students." Paper presented to the Chinese Communication Division of the National Communication Association (November). *Top Paper Award*.
- Porter, L. and Trammell, K. (2006, November) "Exploring Power and Blogs: A Pilot Test of Practitioners' Use of Blogs," Paper presented to the Public Relations Division of the convention of the National Communication Association, San Antonio, TX, (November).
- Chung, D., Kim, E., Trammell, K. and Porter, L. (2006, October). "Uses and Perceptions of Blogs and Media Roles: A Comparison between Journalism Professionals and Journalism Educators." Paper presented at the conference on Convergence and Society: Ethics, Religion and New Media, Columbia, S.C.
- Porter, L., Trammell, K. and Chung, D. "Roles and Blogs in Public Relations." (2006, August) Paper presented to the Public Relations Division of the national convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Trammell, K., Porter, L., Chung, D. and Kim E. (2006, August). "Credibility and the Uses of Blogs Among Professionals in the Communication Industry," Paper presented to the Communication Policy and Technology Division of the national convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, (August).
- Porter, Lance. (2006, April). "The Future of Media: Digitization, Marketing and the Death of the 30-second Spot." Invited lecture to the Council for Advancement and Support of Education (CASE) District IV Conference, Oklahoma City, OK.
- Porter, Lance and Golan, Guy. (2005). "From Subservient Chickens to Brawny Men: A Comparison of Viral Advertising to Television Advertising." Paper presented at national convention of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August.
- Porter, Lance V. & Sallot, Lynne M. (2003, August) Web Power: Examining Practitioners' World Wide Web Use and Its Effects on Their Decision-Making Power in Public Relations. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication.
- *Porter, Lance V. (2000, November). Engaging the World in Dialogue: Public Relations and the Modern Construction of Meaning, A Classical Perspective. Paper presented to the Public Relations Division of the National Communication Association, Seattle, WA. **Top Student Paper Award Public Relations Division.**

*Porter, Lance V. (1999, August). New Technologies and Public Relations: Exploring Practitioners' Use of Online Resources to Earn a Seat at the Management Table. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, New Orleans, La.

*Porter, Lance, *Edelblute, Heather & *Hunter, Rockwell. (1999, February). Rediscovering the Audience: Examining Media Organizations' Stakeholder Management on the World Wide Web. Paper presented to the Association for Education in Journalism and Mass Communication Mid-Year Conference, Denver, Co.

Becker, Lee B., Kosicki, Gerald M., *Porter, Lance & *Watson, David. (1998, August) 1997 Annual Survey of Journalism and Mass Communication Graduates. Paper presented to the Association for Education in Journalism and Mass Communication, Baltimore, Md.

INVITED PRESENTATIONS

Conference Chair/Moderator, "Hacking Democracy: Technology, the Internet & Politics" 2020 John Breaux Symposium, Louisiana State University, Baton Rouge, LA

Panelist, "Hashtag WHAT!?: Social Media and Campaign Advertising," Behind the Ballot, October 29, 2018, Baton Rouge, LA

2013 LSU Last Lecture Series. Invited lecture from the Mortar Board National College Senior Honor Society and the LSU Omicron Delta Kappa Society

Conference Chair/Founder, "Digital Spread, Manship Centennial Celebration," October 25, 2014, Baton Rouge, LA

Moderator, "The Silicon Bayou: Digital Media and the Future of Louisiana," Digital Spread, October 25, 2014, Baton Rouge, LA

Moderator, "Does Everyone Need to Learn to Code? Succeeding in a Digital Future" Digital Spread, October 25, 2014, Baton Rouge, LA

Conference Co-Chair, "Virtual Worlds: New Realms for Culture, Creativity, Commerce, Computation and Communication," Center for Computation and Technology Mardi Gras Conference on Virtual Worlds, February 19-21, 2009, Baton Rouge, LA.

Moderator, "Ethnography in Virtual Worlds," Panel, Virtual Worlds: New Realms for Culture, Creativity, Commerce, Computation and Communication," February 19-21, 2009, Baton Rouge, LA.

TEACHING EXPERIENCE

Courses Taught:

- Advertising Creative Strategy
- Advertising Copywriting and Layout
- Advertising Campaigns
- Advertising Management
- Advertising Media Analysis and Planning
- Business of Entertainment Media
- Media Persuasion
- Sports, Media and Society
- Honors Intro to Mass Communication
- Honors Critical Thinking
- Special Topics: Global Advertising and Public Relations

Courses Created and Taught:

- Create Lab
- Social Media Brands
- Social Media Analysis and Creation
- Special Topics: Black Mirror and the Future of Media
- Special Topics: International Brand Cases

Graduate Courses Created and Taught:

- Emerging Media: Theory, Application, & Effects
- Special Topics: The Future of Media

Study Abroad

- LSU in Cannes Study Abroad Program, Founder/Director 2019-
- LSU in Paris Study Abroad Program, Co-Director 2011 and 2012
- LSU Manship Magical Media Tour (England, Scotland, France), Co-Director 2007

INDUSTRY ADVISORY BOARD MEMBERSHIPS

- Baton Rouge Blues Foundation Board of Directors (2018-23)
- WRKF (Baton Rouge NPR Affiliate) Board of Directors (2015-22)
- University of Georgia, New Media Institute Advisory Board, Athens, GA (2010-2015)
- Culture Candy Arts and Culture Advisory Board, Baton Rouge, LA (2010-2012)
- Ex-Officio Board Member, American Advertising Federation (2007-2011) Baton Rouge, LA
- New Media Strategies, Inc., Advisory Board, Washington, D.C. (2004- 2009)
- Word of Mouth Marketing Association (WOMMA) Advisory Board, Chicago, IL. (2004-2006)

EXTERNAL SERVICE

Editorial Board, Journalism and Mass Communication Quarterly (2014-15)
Editorial Board, Journal of Advertising Education (2012-2020)
Producers Guild of America, New Media Council (2004-)
Association for Education in Journalism and Mass Communication
 Reviewer: Mass Communication and Society, Communication Technology
 and Policy, Entertainment Studies Interest Group, Sports and Communication
 Interest Group
PLoS ONE Ad Hoc Reviewer
Journalism and Mass Communication Quarterly Ad Hoc Reviewer
New Media & Society Ad Hoc Reviewer
Journal of Advertising Ad Hoc Reviewer
Journal of Interactive Advertising Ad Hoc Reviewer
Journal of Public Relations Research Ad Hoc Reviewer
Journalism Monographs Ad Hoc Reviewer

PROFESSIONAL AFFILIATIONS

American Academy of Advertising
American Advertising Federation
Association of Internet Researchers
Association for Education in Journalism and Mass Communication
International Communication Association

RESEARCH INTERESTS

Corporate Political Advocacy
Digital Advertising
Social Media Effects
Brand Responsibility and Sustainability
Health Communication
Sports and Digital Media
Entertainment Advertising and Publicity

TEACHING INTERESTS

Social Media (Intro/Analysis/Content/Campaigns)
Emerging Media
Future of Media
Advertising Creative Strategy
Advertising Campaigns
Health Campaigns
Brand Storytelling
Sports, Media and Society

UNIVERSITY-LEVEL SERVICE

Previous:

Graduate Council (elected) (2020-24)
Provost's Advisory Committee on Promotion and Tenure (2021-24)
LSU Press Committee (2018-24)
Honors College Faculty Council (2018-24)
Associate Deans Advisory Council (2020-22)
Undergraduate Recruitment and Admissions Committee (2020-2022)
Faculty Senate Information Technology Governance Council – Teaching and Learning Committee (2014-2018)
Steering Committee—Bachelors in Screen Arts (formerly Film) (2014-2016)
Graduate School Coordinating Committee (2014-15)
Program Review Panel – School of Social Work (2013-14)
Distinguished Faculty Awards Selection Committee (2013)
Dean's Dissertation Representative – Information Sciences (2015-16)
Dean's Dissertation Representative – Sociology (2013)
Dean's Dissertation Representative –Music (2012)
Dean's Dissertation Representative –Theater (2011)
Dean's Dissertation Representative – History (2005)
Search Committee -- Manship School of Mass Communication Dean (2012, 2018)
Search Committee – Center for Computation and Technology Director (2008)
University Information Technology and Services Senate Faculty Committee (2005-07)
University Public Affairs Technology Committee (2008-10)
Ronald E. McNair Research Scholars Program, Research Director (2004-08)
Speaker, University Coffee Talk Series (2004-05)

COLLEGE-LEVEL SERVICE

Previous (LSU):

Promotion and Tenure Committee (2017-24) Chair (2021-24)
Admissions Committee (2020-23)
Honors College Fellow (2020-24)
Faculty Mentor: Fanny Ramirez (2019-24)
SMAC Research Team (2017-24) Chair
Digital Advertising Research Team (2014-24)
Media Effects Lab Research Fellow (2010-24)
Research Grants on Diversity, Equity and Media Awards Committee (2023-24)
Advertising Area (2004-24)

Digital Media Initiative (chair) (2011-15)
SMAC Talks Social Media Analysis Faculty Workshops (co-facilitator) (2018)

Graduate Program Committee (co-chair) (2014-15)
Create Lab (advisor) (2012-14)
Administrative Committee (2012-22)
Budget Review Committee (2014-22)
Curriculum Committee (2014-16, 2021-22)
Internship Committee (2014-16)
Diversity, Equity and Inclusiveness Committee (2014-15, 2020-22)
Research Facility Advisory Board (2010-)
Search Committees:
 Open Faculty Position (chair) Lisa Page & Asha Winfield
 Douglas L. Manship Sr.-Dori J. Maynard Chair in Race, Media &
 Cultural Literacy: Tina Harris (2018)
 Visual Communication (co-chair) Soojin Kim
 Journalism (co-chair)
 Visual Communication Broadcast: Josh Grimm
 Digital Advertising: (chair) Kasey Windels
 Digital Advertising/Strategic Communication: (chair) Hyojung Park
 Advertising Instructor: Jennifer Macha
 Digital Advertising: (chair) Jun Heo
 Advertising: (chair) Yongick Jeong
 Political Communication: (chair) Chris Mann
 Strategic Communication: Jensen Moore-Copple
 Strategic Communication: (chair) Hyojung Park
 Visual Communication: Ray Pingree (chair)
 Advertising: Jay Yu (chair)
 Public Relations: Danny Shipka
 Visual Communication: Nicole Dahmen

Faculty Mentor: Nathan Kalmoe (2018-19), Jun Heo (2017-19), Soojin Kim
(2016-17) Kasey Windels (2012-2015)
Student AdFed Advisor (2005-2011)
Management Committee (2004-2011)
Manship Prize Committee (2004-2008)
Equipment Committee (2004-2006)
Visual Communication Curriculum Committee (2013-14)

CENTER FOR COMPUTATION AND TECHNOLOGY SERVICE

Current:

CCT Internal Advisory Council (2019-)
Focus Area Lead, Cultural Computing (2017-)
Member, Cultural Computing CCT Focus Area (2004-)
Arts, Visualization, Advanced Technologies and Research (AVATAR) Faculty
(2008-)

Previous:

Red Stick Future Festival Committee (2017-2020)
Digital Media Minor Curriculum Review Committee (2008-2020)
Digital Media Arts and Engineering Curriculum Review Committee (2013-2020)
Search Committee for CCT faculty members in Art (Ostrenko) and Music (Allison)
CCT Administrative Search: Public Relations Director Position (2005, 2008, 2013, 2014)
CCT Web Site Committee (chair) (2004-09)

PROFESSIONAL SERVICE

Current:

Expert Witness, Cohen Milstein Sellers & Toll PLLC (2019-)
Professional Consultant, HDA Associates (2018-)

Previous:

Speaker, Downtown Lions Club, Fall 2018
Speaker, Oaks Kiwanis Club, Fall 2018
Young Presidents Organization Keynote Speaker, Baton Rouge, LA Fall 2011
Google DoubleClick Digital Media Advertising Creative Showcase, Los Angeles, CA (DMACS) Judge and Speaker (2005- 2011)
Professional Consultant, Visa, Inc. (2011-2013)
Professional Consultant, Ogilvy Public Relations (2013)
Professional Consultant, Microsoft Inc. (2012)
Professional Consultant, Walt Disney Studios (2004-2010)
Professional Consultant, Walt Disney Home Video (2008)
Professional Consultant, Warner Bros. Studios (2010)
Professional Consultant, Icaro Media Group (2011-2018)
Professional Consultant, WBRZ Television (2012)
AdFed District 7 Scholarship Committee (2008-2010)
AdFed District 7 Academic Representative (2008-2010)

GRADUATE COMMITTEES

Current Dissertation Committees:

Christine Swartz
Nichole Santee
Dat Tran

Completed Post Doc Supervision

2019 Dr. Ke Jiang
2017 Dr. Paige Jarreau

Completed Dissertation Committees Chaired:

- 2024 Dr. Jacqueline Oquendo
Dr. Kyle Stanley
Dr. Soheil Kafilveyjuyeh
- 2023 Dr. Jessica Wyers
- 2019 Dr. Rui Wang
- 2014 Dr. Britt Christensen
- 2013 Dr. Phillip Madison
Dr. Laura Crosswell
- 2009 Dr. Gennadi Gevorgyan

Completed Dissertation Committees:

- 2024 Dr. Hope Hickerson
Dr. Lyric Mandel
- 2023 Dr. Sarah Carpenter
Dr. Ayla Oden
- 2022 Dr. Quincy Hodges
- 2021 Dr. Paromita Saha
- 2020 Dr. Gawon Kim
Dr. Kirill Bryanov
- 2019 Dr. Brian Watson
- 2017 Dr. A-Reum Jung
Dr. Asim Shrestha (Information Systems and Decision Sciences, School of Business)
- 2016 Dr. Benjamin Taylor (Experimental Music and Digital Media)
- 2014 Dr. Jason Turcotte
- 2010 Dr. Yoonhyuk Jung (Information Systems and Decision Sciences, School of Business)
- 2008 Dr. Jane Dailey
Dr. Svetlana Kulikova
- 2006 Dr. Anita Day
Dr. Ryan Ruckel (History)

Completed Master's Committees Chaired:

- 2024 Grace Kelly
Michael Bellu
Lynley Norton
- 2023 Jordan Klemm
- 2022 Saachi Chugh
Cameron Betbeze
Cole Catherine Dunnam

Christopher Defelice
Karley Bordelon
Caroline Licciardi
2021 Sarah Grobety
2020 Victoria Allen
Jacey Armand
2019 Devonie Miguez
Elizabeth Breaux
Jessie Gabor
Josh Jackson
2018 Jared Joseph
David Hamilton
2017 Landon Hester
Corey Howard
Elizabeth Macke
2015 Will Glass
Richard Carman
2014 Tricia Milford-Hoyt
2013 Jeffrey McLain
Amanda Cortright
2010 Jeremy Lee
Mallory Broussard
Teddy Greener
Emily Mabry
Pavel Mrazek
2009 Robert Anderson
Jeff Forbes
Michelle deLaup (Master of Arts and Liberal Arts)
2008 Miranda Lemon
2007 Jesse Hoggard (Master of Arts and Liberal Arts)
2006 Ben Lewis
Tatiana Ruchkina
Jennifer Hughes (Master of Arts and Liberal Arts)
Jeremy Starr

Completed Masters Committees:

2023 Syndey Reynan
2022 Morgan Authement
Bailey Williams
2021 Caleb Snider

- 2020 Lauren Kasuda
Rashida Peters
- 2019 Loreal Johnson
Nicholas Robert
Jordyn Warren
Laura Coleman
Don Webber
- 2018 Brandon Rouzan
Tucker Barry
Abby Morris
- 2017 Michael Clemons
Britany Williard
Lauren Myers
- 2015 Isabelle Moore
Kaleigh Dickinson
- 2014 Kristen Higdon
- 2013 Rai Masuda
Jessica Hutchinson
Megan Fambrough
- 2012 Jonathan Ferrante
- 2011 Ariel Hammond
Amber Havens
Cydney Palmer
- 2010 Cara De Carlo
Katharine Gavin
Haley Edman
Andrea Clesi
- 2006 Joel Massey

UNDERGRADUATE COMMITTEES

Completed Honors Theses Chaired:

- 2021 Isabella Caballero
- 2020 Bailey Tinsley
- 2018 Karli Walleser
- 2013 Kittu Pannu
- 2014 Ben Pappac
- 2011 Stephanie Stevens
- 2007 Sally O'Rourke

Completed Honors Theses:

- 2018 Taylor Oliver
- 2016 Hannah McLain
- 2015 Dominique Becnel
Katherine Sartain

Completed Communication Across the Curriculum Certificate Mentorship:

- 2024 Morgan Claybrooks
- 2021 Ariel Baise
- 2020 Christopher Defelice
- 2019 Grady Stewart
- 2017 Peyton Klemm
Caroline Byrne
- 2015 Katie Henry