

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, 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

*Graduate Student

- 2026 *Georgia Health Forward: A Community-Engaged Approach to Rural Health Screening and Education*
Rural Engagement Faculty Seed Grant
Interdisciplinary Team: Georgia Health Forward Research Collective
PI: C. Gomez-Di Cesare (U. Georgia, Medicine);
Co-Is (alphabetical): A. Berg (U. Georgia, Family and Consumer Sciences), J. Caballero (U. Georgia, Pharmacy), **J. Cloudy (U. Georgia, Grady)**, T. Futris (U. Georgia, Family and Consumer Sciences), D. Gibbs (U. Georgia, Social Work), S. Haight (U. Georgia, Public Health), L.

Ingram (U. Georgia, Public Health), S. Liggett (U. Georgia, Archway Partnership), M. Parisi (U. Georgia, Family and Consumer Sciences), S. Rawal (U. Georgia, Pharmacy), C. Weatherly (U. Georgia, Social Work), H. Young (U. Georgia, Pharmacy)

Amount Awarded: \$9,692.00

2025

Innovative Strategies for Advancing Health and Healthcare in Rural Georgia

2025 Teaming for Interdisciplinary Research (TIR) Pre-Seed Award

Interdisciplinary Team: Georgia Health Forward Research Collective

PI: C. Gomez-Di Cesare (U. Georgia, Medicine)

Co-Is (alphabetical): A. Berg (U. Georgia, Family and Consumer Sciences), J. Caballero (U. Georgia, Pharmacy), **J. Cloudy (U. Georgia, Grady)**, T. Futris (U. Georgia, Family and Consumer Sciences), D. Gibbs (U. Georgia, Social Work), S. Haight (U. Georgia, Public Health), L. Ingram (U. Georgia, Public Health), S. Liggett (U. Georgia, Archway Partnership), M. Parisi (U. Georgia, Family and Consumer Sciences), S. Rawal (U. Georgia, Pharmacy), C. Weatherly (U. Georgia, Social Work), H. Young (U. Georgia, Pharmacy)

Amount Awarded: \$5500.00

2025

Rage-Baiting Videos and Their Effect on Political Polarization and Extremism

Broadcast Education Association Research Grant

PIs: B. Libon* (U. Georgia), & **J. Cloudy (U. Georgia)**

Amount Awarded: \$2000.00

2025

Ethnic Affinity Targeting in Political Advertising: Investigating the Role of Gen-AI, Ethnicity Matching, and Perceived Advertising Authenticity

American Academy of Advertising Research Fellowship Competition

PIs: M. Liao (U. Georgia), & **J. Cloudy (U. Georgia)**

Amount Awarded: \$2000.00

2024

Dissertation Study 2

Graduate Student Research Support Award, The Ch Foundation and Texas Tech University Graduate School

PIs: **J. Cloudy (Texas Tech U.)**

Amount Awarded: \$1500.00

2023

Dissertation Study 1

The Bill and Avis Ross Graduate Student Research Award for Mass Communication, Texas Tech University

- PIs: **J. Cloudy (Texas Tech U.)**
Amount Awarded: \$1500.00
- 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
PIs: **J. Cloudy (Texas Tech U.)**, C. Essary (Texas Tech U.), & M. Neurohr (U. Buffalo)
Amount Awarded: \$560.00
- 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
PIs: **J. Cloudy (Texas Tech U.)**, M. R. Gotlieb (Texas Tech U.), & B. McLaughlin (Texas Tech U.)
Amount Awarded: \$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
PIs: **J. Cloudy (Texas Tech U.)**, B. Potter (Texas Tech U.), & S. E. Brammer (U. North Florida)
Amount Awarded: \$560.00

Fellowships, Honors, & Awards

- 2025 – 2026 **Outstanding Teacher of the Year in Advertising**
University of Georgia, Department of Advertising & Public Relations
- 2025 **Visiting Professor Program**
ANA Educational Foundation
- 2023 **Barrow Minority Doctoral Student Scholarship**
Association for Education in Journalism & Mass Communication
- 2023 **AEJMC-MCSD Diversity and Inclusion Career Development Fellowship**

- Association for Education in Journalism & Mass Communication
- 2023 – 2024 **Doctoral Dissertation Completion Fellowship**
Texas Tech University, Graduate School
- 2022 **University at Buffalo Visiting Future Faculty Program (VITAL)**
University at Buffalo, Office of Inclusive Excellence
- 2020 – 2024 **Helen DeVitt Jones Graduate Fellowship**
Texas Tech University, College of Media & Communication
- 2020 – 2024 **J. T. and Margaret Talkington Graduate Fellowship**
Texas Tech University, Graduate School

Research

Refereed Journal Articles & Proceedings

- Cloudy, J.** (2026). Vulnerable online: Identifying risk profiles for recruitment into online extremist groups. *Group Processes & Intergroup Relations* (online first).
<https://doi.org/10.1177/13684302261454954>
- Cloudy, J.**, Gotlieb, M. R., & McLaughlin, B. (In-press). The role of perceived warmth, competence, and opportunity on candidate threat perception and campaign participation: Extending the Stereotype Content Model. *Journal of Political Marketing*.
<https://doi.org/10.1080/15377857.2026.2694321>
- McLaughlin, B., Gotlieb, M. R., Mills, D. J., Serra, M. J., & **Cloudy, J.** (2026). Living in a (mediated) political world: Mindfulness, problematic news consumption, and political hostility. *Communication Research*, 53(1), 3-32.
<https://doi.org/10.1177/00936502241277149> [Published online, 2024]
- Smith, C. R., Brammer, S. E., **Cloudy, J.**, Essary, C., & Perez, C. (2026). “RIP TOP G:” Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate. *Violence Against Women*, 32(2), 508-531. <https://doi.org/10.1177/10778012251319308> [Published online, 2025]
- Brammer, S. E., **Cloudy, J.**, & Kulkarni, C. (2025). “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. *Popular Communication*, 23(3), 266-276. <https://doi.org/10.1080/15405702.2025.2561814>
- McLaughlin, B., **Cloudy, J.**, Hunter, J., & Potter, P. (2025). Stitch incoming: Political engagement and aggression on TikTok, Facebook, and Twitter. *Behaviour & Information Technology*, 44(7), 1387-1400. <https://doi.org/10.1080/0144929X.2024.2354436> [Published online, 2024]
- Smith, C. R., Brammer, S. E., **Cloudy, J.**, & Bennett-Brown, M. (2025). “Having sex is not a comfortable conversation”: A report on the application of sexual scripts theory to negative communication during sexual activity in young adults. *Journal of Health Communication*, 30(10-12), 641-646. <https://doi.org/10.1080/10810730.2025.2575287>

- Cloudy, J.,** Gotlieb, M. R., & McLaughlin, B. (2024). Online political networks as fertile ground for extremism: The roles of group cohesion and perceived group threat. *Journal of Information Technology & Politics*, 21(4), 578-587. <https://doi.org/10.1080/19331681.2023.2193580> [Published online, 2023]
- 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]
- 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), 364-378. <https://doi.org/10.1037/tmb0000083>
- 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

- Cochran, J., **Cloudy, J.**, Porter, L., Epps, S., & Crean, J. (2026). Adolescence, the manosphere and mainstream narratives: Assessing gender and social media influencer influence as predictors of political activity. Paper presented at the annual conference of the International Communication Association, Cape Town, South Africa.
- Jeon, S., Cochran, J., **Cloudy, J.**, Zhao, W., & Porter, L. (2026). Aural brotherhood: The homosocial path from loneliness to cause-based hostility in the podcast infrastructure. Paper presented at the annual conference of the Association of Internet Researchers, Mexico City, Mexico.
- Liao, M., & **Cloudy, J.** (2026). Deceptively similar: Understanding the role of ethnic affinity targeting in Gen-AI-created political advertising. Paper presented at the annual conference of the American Academy of Advertising, Austin, Texas.
- Libon, B., & **Cloudy, J.** (2026). Rage-Baiting videos and their effect on political polarization and extremism. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, Nevada.
- Porter, L., Jiang, W., **Cloudy, J.**, Jeon, S., & Libon, B. (2026). Brand love: Teens, social media and brand activism. Paper presented at the annual conference of the American Academy of Advertising, Austin, Texas.
- Walker, D., & **Cloudy, J.** (2026). Weaponizing woke: An evaluation of Black and White audience responses to anti-wokeness in political communication on social media. Paper presented at the annual conference of the International Communication Association, Cape Town, South Africa.
- Cloudy, J.** (2025). Empathy or morality: Investigating strategic communication interventions for combating extremism. Paper presented at the annual conference of the American Academy of Advertising, Pittsburgh, Pennsylvania.

- Cloudy, J.** (2025). Online radicalization: Identifying risk profiles for recruitment into online extremist groups. Paper presented at the annual conference of the International Communication Association, Denver, Colorado.
- Cloudy, J., Potter, B., & Brammer, S. E.** (2025). Somebody call 911?: Temporal framing, collective memory, and metadehumanization in Black-Police relations. Paper presented at the biennial conference of the World Communication Association, Oslo, Norway.
- Brammer, S. E., Romann, L., Essary, C., Smith, C., & **Cloudy, J.** (2024). Reeling in pseudoscience: Analyzing the persuasive characteristics of messages used to promote errant health claims in Instagram Reels. Research in Progress Roundtable at the annual conference of the National Communication Association, New Orleans, Louisiana.
- 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.
- 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.
- 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.
- 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.
- 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. (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.
- 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 (*online course; **graduate course)

University of Georgia, Department of Advertising & Public Relations

ADPR 3100	Principles of Advertising Fall 2026
ADPR 3120	Media Strategy and Activation Spring 2026
ADPR 5140	Advertising and Society Spring 2025, Fall 2025
ADPR 5710	Advertising Communication Management Fall 2024, Spring 2025, Fall 2025
FYOS 1001	First-Year Odyssey: Making Sense of Political Communication Today Spring 2026
JRMC 8100	Advertising and Communication Management** Fall 2024
JRMC 8160	Special Topics: Making Sense of Political Communication** Fall 2026
SAUGA	AdPR Summer Academy (High School Program) Summer 2026

Texas Tech University, College of Media & Communication

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

Service

Unit/Department/College

University of Georgia

Assistant Professor of Journalism Search Committee

2026 – 2027 Outside Faculty Representative

Thesis/Dissertation Committee

2025 Jiyoung Yeon, Dissertation (Member), Dissertation Title TBD

Texas Tech University

Assistant Professor of Advertising and Brand Strategy Search Committee

2022 – 2023 Graduate Student Representative

College of Media & Communication Graduate Student Society

2022 – 2023 Academic Committee Member

2021 – 2022 Treasury Committee Member

2021 – 2024 Peer Mentor

Academy

American Academy of Advertising (AAA)

2026 – Present Graduate Student Interest Committee (Faculty Member)

Association for Education in Journalism & Mass Communication (AEJMC)

Political Communication Division

2025 – Present Dorothy Bowles Award Committee

2024 – 2025 Professional Freedom & Responsibility Chair

2023 – 2024 Graduate Student Liaison

2021 – 2022 Graduate Student Liaison

Reviewer

Journals – Ad Hoc Reviewing

Communication Research, Global Perspectives in Communication, International Journal of Advertising, Journalism, Journal of Experimental Psychology: Applied, Political Behavior, Western Journal of Communication

Conferences – Ad Hoc Reviewing

American Academy of Advertising (AAA); Association for Education in Journalism & Mass Communication (AEJMC); International Communication Association (ICA)

Memberships

American Academy of Advertising (AAA); Association for Education in Journalism & Mass Communication (AEJMC); International Communication Association (ICA); World Communication Association (WCA)

External Service/Experience

Bigger Vision of Athens

2025 – Present

Board Member / Chair of the Marketing Committee