

# ANNE OELDORF-HIRSCH

Ph.D. Student (ABD), Mass Communications

College of Communications  
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Fourth-year Ph.D. student in Mass Communications with extensive experience in empirical social science research; experimental and survey design; statistical analysis in various software platforms; course planning, instruction, and assessment; research presentation and publication; project leadership; and industry collaboration.

## **EDUCATION**

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Ph.D., Mass Communications, Pennsylvania State University, *expected 2010*  
Advisor: S. Shyam Sundar, Ph.D.

B.A., Psychology, magna cum laude, Portland State University, March 2005

## **RESEARCH INTERESTS**

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Social media, computer-mediated communication, user-generated content, civic engagement

## **RESEARCH PROJECTS**

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Experience designing experiments and surveys, developing measures, collecting and analyzing data, and writing research reports in the following various research projects:

Using social media to enhance retirees' quality of life, Summer 2009-Present

- Project funded by Penn State's Smart Spaces Center.

Research funded by Lockheed Martin, January 2008-Present

- Heuristic-based approach for processing digital media.

Video game research group, August 2007-Present

- Sub-group of MERG with a specific focus on experimental video game effects research.

Bandwagon project, May 2007-Present

- Ongoing experimental research on the bandwagon effect in ecommerce websites.

Media Effects Research Group (MERG), August 2006-Present

- Established research group that conducts empirical research on psychological outcomes of various media use and provides opportunities for learning new methodological techniques.

## **TEACHING EXPERIENCE**

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## **Graduate Teaching Certificate**

- **Awarded by Graduate School, Penn State University, July 2009**

### ***Course Instructor***

COMM 420: Research methods in advertising and public relations, Penn State University

- Spring 2008, Fall 2008, Fall 2009

### ***Invited Guest Lectures***

Portrayals of gays and lesbians in entertainment media, COMM 118

- April 2007, November 2008, April 2009

### ***Teaching Assistant***

Media Effects, Penn State University, Spring 2009

- COMM 418: Media Effects
- COMM 517: Psychology of Communication Technology

Media Effects, Penn State University, 2006-2007

- COMM 118: Introduction to Media Effects

Industrial/Organizational Psychology, Penn State University, 2005-2006

- PSY 231: Industrial Psychology
- PSY 451: Leadership in Work
- PSY 461: Personnel Testing

## **OTHER EXPERIENCE**

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Co-coordinator of Media Effects Research Lab, January 2009-August 2009

- Managed use of the traditional media and new media wings of the lab for various social science research projects, and coordinated events for Media Effects Research Group.

College of Communications liaison, 2009 Penn State IST Graduate Symposium

- Represented the College of Communications on the planning board for the symposium and review incoming submissions.

Reviewer for ICA 2009 Conference

- Reviewed assigned papers submitted to the Communication and Technology Division for the 2009 meeting of the International Communication Association and made decisions on their acceptance to the conference.

Judge, Penn State Graduate Exhibition, March 2008 & March 2009

- Reviewed and assigned scores to posters presented at the exhibition, intended for Penn State graduate students to showcase their work to the community.

Vice President, Graduate Students in Communication (GSIC), Penn State University, 2007-2008

- Coordinated several social and academic events of interest to graduate students in communications, such as panels on teaching, publishing, and events that foster collaboration.

## **PUBLICATIONS**

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Sundar, S. S., Xu, Q., & Oeldorf-Hirsch, A. (2009). Authority vs. peer: How interface cues influence users. *Proceedings of the the Conference on Human Factors in Computing Systems (ACM SIGCHI)*.

Sundar, S. S., Oeldorf-Hirsch, A., & Garga, A. K. (2008). A cognitive-heuristics approach to understanding presence in virtual environments. *PRESENCE 2008: The 11th Annual International Workshop on Presence: Conference Proceedings*. Available online from [http://ispr.info/ispr/prev\\_conferences/proceedings/2008/sundar.pdf](http://ispr.info/ispr/prev_conferences/proceedings/2008/sundar.pdf)

Sundar, S. S., Oeldorf-Hirsch, A., & Xu, Q. (2008). The bandwagon effect of collaborative filtering technology. *Proceedings of the Conference on Human Factors in Computing Systems (ACM SIGCHI)*.

## **PRESENTATIONS**

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Schmierbach, M., Xu, Q., Bellur, S., Ash, E., Oeldorf-Hirsch, A., & Kegeles, A. (2009, August). *What do your friends say about you? Activist group evaluations in a social networking context*. To be presented at the annual AEJMC convention, Boston, MA.

Oeldorf-Hirsch, A., & Oster, M. M. (2009, May). *Statistics don't lie, but liars use statistics: Improving our ability to interpret research*. Workshop presented at the 2009 Teen Pregnancy Prevention Conference: The Future of Sex Education, State College, PA.

Sundar, S. S., Bellur, S., Oeldorf-Hirsch, A., & Xu, Q. (2008, July). *The Facebook paradigm for studying concepts and testing theories of communication*. Poster presented at the NCA Summer Conference: Methods and Measures for Communication and Cognition Research, College Park, MD.

Bellur, S., High, A., & Oeldorf-Hirsch, A. (2008, May). *Misery doesn't love company: An exploration of emotional bandwidth on online social networks*. Paper presented at the 58<sup>th</sup> annual ICA conference, Montreal, Quebec.

Oeldorf-Hirsch, A., Allen, K., & Zhang, M. (2007, August). *An analysis of factors: How candidate image affects present day voters*. Poster presented at the annual AEJMC convention, Washington, D.C.

Oeldorf-Hirsch, A., Allen, K., & Zhang, M. (2007, March). *An analysis of factors: How candidate image affects present day voters*. Poster presented at the 22<sup>nd</sup> annual Graduate Exhibition at Pennsylvania State University, State College, PA.

Oeldorf-Hirsch, A., Allen, K., & Zhang, M. (2007, February). *An analysis of factors: How candidate image affects present day voters*. Paper presented at the annual AEJMC Midwinter Conference, Reno, NV.

### ***Industrial/Organizational Psychology***

Chiaburu, D. S., Marinova, S. V., Oeldorf-Hirsch, A., & Lindsay, D. R. (2006, February). *When is this part of my job? Fairness, trust and their interaction*. Presented at the 27th Annual

Industrial/Organizational Behavior (IOOB) Graduate Student Conference, Branding IOOB: From our Forefathers to the New Frontier, Washington, D.C.

Neff, N. L., McInroe, J., Oeldorf-Hirsch, A. (2006, February). *Subjective evaluations in traditional and online graduate programs in industrial organizational psychology*. Presented at the 27th Annual Industrial/Organizational Behavior (IOOB) Graduate Student Conference, Branding IOOB: From our Forefathers to the New Frontier, Washington, D.C.

Sinclair, R. R., Hammer, L. B., Oeldorf-Hirsch, A., Brubaker, T. (2006, March). *Do academics and practitioners agree on occupational health psychology priorities?* Presented at Work, Stress, and Health 2006: Making a Difference in the Workplace, Miami, FL.

### **FELLOWSHIPS & GRANTS**

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Dissertation/Teaching Award, College of Communications, \$14,625, 2009-2010 academic year  
Robert Graham Endowed Graduate Fellowship, \$1750, 2006-2007 academic year

### **DISTINCTIONS**

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Graduated magna cum laude  
Psi Chi, the National Honor Society in Psychology  
Vice President, Portland State University, 2004-2005  
Golden Key International Honour Society  
Alpha Lambda Delta Honor Society  
National Scholars Honor Society  
National Dean's List

### **AFFILIATIONS**

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American Psychological Association (APA)  
Association for Education in Journalism and Mass Communication (AEJMC)  
International Communication Association (ICA)  
Association for Computing Machinery (ACM)  
SIGCHI: Special Interest Group for Computer-Human Interaction

### **TECHNICAL SKILLS**

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Statistics Software

- SPSS, JMP, Minitab, SAS, UCINET

Web Design

- HTML, XHTML, CSS

Microsoft Office 2007

- Word, Excel, PowerPoint, Publisher

Adobe CS3 Suite

- Photoshop, Illustrator, InDesign, Dreamweaver, Flash