

## **S. Shyam Sundar**

Distinguished Professor & Co-Director, Media Effects Research Laboratory

(<http://www.psu.edu/dept/medialab>)

College of Communications

**PENN STATE UNIVERSITY**

212, Carnegie Building

University Park, PA 16802-5101

*voice:* (814) 865-2173

*fax:* (814) 863-8044

*e-mail:* [sss12@psu.edu](mailto:sss12@psu.edu)

*web:* <http://comm.psu.edu/people/sss12>

---

### **Bio**

**S. Shyam Sundar** (PhD, Stanford University) is distinguished professor and founding director of the Media Effects Research Laboratory at Penn State University's College of Communications. His research investigates social and psychological effects of technological elements unique to Web-based mass communication, ranging from websites to newer social media. Sundar was among the first to publish refereed research on the effects of digital media interfaces in leading communication journals, and has been identified as the most published author of Internet-related research in the field during the medium's first decade. A frequently cited source on technology, Sundar has testified before the U.S. Congress as an expert witness and delivered talks at universities in several countries. He serves on the editorial boards of *Communication Research*, *Human Communication Research*, *Journal of Communication*, *Media Psychology*, *Journalism & Mass Communication Quarterly*, *Journal of Broadcasting & Electronic Media*, and *Communication Methods & Measures*, among others. He is chair of the Communication & Technology division of the International Communication Association.

### **Appointments**

7/2009—present: Distinguished Professor, Film/Video & Media Studies Department, & Co-Director, Media Effects Research Laboratory, College of Communications, Penn State University.

5/2009—present: WCU (World Class University) Visiting Professor, Department of Interaction Science, Sungkyunkwan University, Seoul, South Korea.

(*affiliate faculty appointments at Penn State:* Advertising Department, Architecture Department, Communications Arts & Sciences Department, Center for Human-Computer Interaction, North-East Visualization and Analytics Center, Immersive Environments Laboratory)

7/2007—6/2009: Professor & Co-Director, Media Effects Research Laboratory, College of Communications, Penn State University.

7/2001--6/2007: Associate Professor & Co-Director, Media Effects Research Laboratory, College of Communications, Penn State University.

7/1995--6/2001: Assistant Professor & Director, Media Effects Research Laboratory, College of Communications, Penn State University.

### Education

Stanford University, Ph.D. in Communication with minor in Psychology, 1995.

University of Alabama, M.A. in Communication with emphasis in Journalism, 1991.

Bangalore University, B.S. in Communication, 1989.

Bangalore University, B.E. in Mechanical Engineering, 1988.

### Research Interests

Psychology of Technology  
Web-based Mass Communication  
Media Effects  
Research Methodology  
Health Communication

### Teaching Areas

Communication Theory  
Communication Research Methods  
Communication Technologies  
Media Effects  
Media Skills

### Publications

Syvertsen, A. K., Stout, M. D., & Flanagan, C. A. (with Mitra, D. L., Oliver, M. B., Sundar, S. S.). (2009). Using elections as teachable moments: A randomized evaluation of the Student Voices civic education program. *American Journal of Education*, 116, 33-67.

Sundar, S. S. (2009). Media effects 2.0: Social and psychological effects of communication technologies. In R. L. Nabi & M. B. Oliver (Eds.), *The SAGE handbook of media processes and effects* (pp. 545-560). Thousand Oaks, CA: Sage Publications.

Kim, Y., & Sundar, S. S. (2009). Me, myself, and my avatar: The effects of avatar on SNW (Social Networking) users' attitudes toward a website and its ad content. In N. T. Wood & M. R. Solomon (Eds.), *Virtual social identity and consumer behavior* (pp. 141-156). Armonk, NY: M. E. Sharpe.

Lee, E-J., & Sundar, S. S. (2009). Human-computer interaction. In C. R. Berger, M. E. Roloff, & D. R. Roskos-Ewoldsen (Eds.), *The handbook of communication science* (2<sup>nd</sup> ed.) (pp. 507-523). Thousand Oaks, CA: Sage Publications.

Sundar, S. S., Xu, Q., & Oeldorf-Hirsch, A. (2009). Authority vs. peer: How interface cues influence users. *Proceedings of the Conference on Human Factors in Computing Systems (ACM SIGCHI)*, 27, 4231-4236.

- Sundar, S. S. (2009). Online journalism: The psychology of mass communication on the Web. In L. Leung, A. Y. H. Fung & P.S.N. Lee (Eds.), *Embedding into our lives: New opportunities and challenges of the internet* (pp. 127-144). Hong Kong: The Chinese University Press.
- Sundar, S. S., Oeldorf-Hirsch, A., & Garga, A. (2008). A cognitive-heuristics approach to understanding presence in virtual environments. In A. Spagnolli and L. Gamberini (Eds.), *PRESENCE 2008: Proceedings of the 11th Annual International Workshop on Presence* (pp. 219-228). Padova, Italy: CLEUP Cooperativa Libreria Universitaria Padova. Article retrievable from: [http://www.temple.edu/ispr/prev\\_conferences/proceedings/2008/sundar.pdf](http://www.temple.edu/ispr/prev_conferences/proceedings/2008/sundar.pdf)
- Kalyanaraman, S., & Sundar, S. S. (2008). Portrait of the portal as a metaphor: Explicating Web portals for communication research. *Journalism & Mass Communication Quarterly*, 85 (2), 239-256.
- Banjo, O., Hu, Y., & Sundar, S. S. (2008). Cell phone usage and social interaction with proximate others: Ringing in a theoretical model. *The Open Communication Journal*, 2, 127-135. Article retrievable from: <http://www.bentham.org/open/tocommj/openaccess2.htm>
- Wagner, C., & Sundar, S. S. (2008). The curiosity-arousing function of anti-drug ads. *The Open Communication Journal*, 2, 43-59. Article retrievable from: <http://www.bentham.org/open/tocommj/openaccess2.htm>
- Sundar, S. S. (2008). Self as source: Agency and customization in interactive media. In E. Konijn, S. Utz, M. Tanis, & S. Barnes (Eds.), *Mediated interpersonal communication* (pp. 58-74). New York: Routledge.
- Kalyanaraman, S., & Sundar, S. S. (2008). Impression formation effects in online mediated communication. In E. Konijn, S. Utz, M. Tanis, & S. Barnes (Eds.), *Mediated interpersonal communication* (pp. 217-233). New York: Routledge.
- 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)*, 26, 3453-3458.
- Stavrositu, C., & Sundar, S. S. (2008). Can blogs empower women? Designing agency-enhancing and community-building interfaces. *Proceedings of the Conference on Human Factors in Computing Systems (ACM SIGCHI)*, 26, 2781-2786.
- Stavrositu, C., & Sundar, S. S. (2008). If internet credibility is so iffy, why the heavy use? The relationship between medium use and credibility. *Cyberpsychology & Behavior*, 11 (1), 65-68.

- Sundar, S. S. (2008). The MAIN model: A heuristic approach to understanding technology effects on credibility. In M. J. Metzger & A. J. Flanagin (Eds.), *Digital media, youth, and credibility* (pp. 72-100). Cambridge, MA: The MIT Press. Chapter retrievable from <http://www.mitpressjournals.org/doi/abs/10.1162/dmal.9780262562324.073> (part of The John D. and Catherine T. MacArthur Foundation Series on *Digital Media and Learning*).
- Sundar, S. S. (2007). Social psychology of interactivity in human-website interaction. In A. N. Joinson, K. Y. A. McKenna, T. Postmes & U-D. Reips (Eds.), *The Oxford Handbook of Internet Psychology* (pp. 89-104). Oxford, UK: Oxford University Press.
- Sundar, S. S., Edwards, H. H., Hu, Y., & Stavrositu, C. (2007). Blogging for better health: Putting the “public” back in public health. In M. Tremayne (Ed.), *Blogging, citizenship, and the future of media* (pp. 83-102). New York: Routledge.
- Sundar, S. S., Knobloch-Westerwick, S., & Hastall, M. R. (2007). News cues: Information scent and cognitive heuristics. *Journal of the American Society for Information Science and Technology*, 58 (3), 366-378.
- Kalyanaraman, S., & Sundar, S. S. (2006). The psychological appeal of personalized online content in Web portals: Does customization affect attitudes and behavior? *Journal of Communication*, 56, 110-132.
- Lee, S. Y., & Sundar, S. S. (2006). *To vary or not? The effects of ad variation on the Web*. Youngstown, NY: Cambria Press.
- Sundar, S. S. (2006). Agency and on-line media. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 635-636). Thousand Oaks, CA: Sage Publications.
- Marathe, S. S., & Sundar, S. S. (2006). Human-computer interaction (HCI). In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 389-392). Thousand Oaks, CA: Sage Publications.
- Hu, Y., & Sundar, S. S. (2006). Computer-mediated communication (CMC). In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 200-202). Thousand Oaks, CA: Sage Publications.
- Hutton, E., & Sundar, S. S. (2006). Internet use, positive uses. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 444-446). Thousand Oaks, CA: Sage Publications.
- Stavrositu, C., & Sundar, S. S. (2006). Internet use, psychological effects. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 446-448). Thousand Oaks, CA: Sage Publications.

- Sundar, S. S., & Oliver, M. B. (2005). Student-friendly journals and journal-friendly curricula. *Journalism & Mass Communication Educator*, 60 (1), 6-12.
- Sundar, S. S., & Kim, J. (2005). Interactivity and persuasion: Influencing attitudes with information and involvement. *Journal of Interactive Advertising*, 5 (2), 6-29. Article retrievable from: <http://www.jiad.org/article59>
- Sundar, S. S. (2004). Theorizing interactivity's effects. *The Information Society*, 20 (5), 387-391.
- Diao, F., & Sundar, S. S. (2004). Orienting responses and memory for Web advertisements: Exploring effects of pop-up window and animation. *Communication Research*, 31 (5), 537-567.
- Sundar, S. S. (2004). Loyalty to computer terminals: Is it anthropomorphism or consistency? *Behaviour & Information Technology*, 23 (2), 107-118.
- Sundar, S. S., & Kalyanaraman, S. (2004). Arousal, memory, and impression-formation effects of animation speed in Web advertising. *Journal of Advertising*, 33 (1), 7-17.
- Sundar, S. S., Kalyanaraman, S., & Brown, J. (2003). Explicating website interactivity: Impression-formation effects in political campaign sites. *Communication Research*, 30 (1), 30-59.
- Sundar, S. S. (2003). Why we should NOT teach technology. *Journalism & Mass Communication Educator*, 57 (4), 297-301.
- Sundar, S. S. (2003). News features and learning. In J. Bryant, D. Roskos-Ewoldsen & J. Cantor (Eds.), *Communication and emotion: Essays in honor of Dolf Zillmann* (pp. 275-296). Mahwah, NJ: Lawrence Erlbaum Associates.
- Sundar, S. S., & Wagner, C. B. (2002). The world wide wait: Exploring physiological and behavioral effects of download speed. *Media Psychology*, 4, 173-206.
- Sundar, S. S., & Nass, C. (2001). Conceptualizing sources in online news. *Journal of Communication*, 51 (1), 52-72.
- Sundar, S. S. (2000). Multimedia effects on processing and perception of online news: A study of picture, audio, and video downloads. *Journalism & Mass Communication Quarterly*, 77 (3), 480-499.
- Sundar, S. S., & Nass, C. (2000). Source orientation in human-computer interaction: Programmer, networker, or independent social actor? *Communication Research*, 27 (6), 683-703.
- Lievrouw, L. A., Bucy, E., Finn, T. A., Frindte, W., Gershon, R., Haythornthwaite, C., Köhler, T., Metz, J. M., & Sundar, S. S. (2000). Building the subdisciplines: An

- overview of communication and technology research. *Communication Yearbook* 24, 271-295.
- Sundar, S. S. (1999). Exploring receivers' criteria for perception of print and online news. *Journalism & Mass Communication Quarterly*, 76 (2), 373-386.
- Sundar, S. S., Narayan, S., Obregon, R., & Uppal, C. (1998). Does Web advertising work? Memory for print vs. online media. *Journalism & Mass Communication Quarterly*, 75 (4), 822-835.
- Sundar, S. S. (1998). Effect of source attribution on perception of online news stories. *Journalism & Mass Communication Quarterly*, 75 (1), 55-68.
- Sundar, S. S., & Rawlins, B. L. (1997). Watchdog or lapdog? The effect of US foreign policy on *The New York Times'* coverage of Central America. *The Journal of International Communication*, 4 (1), 67-80.
- Zillmann, D., Gibson, R., Sundar, S. S., & Perkins, Jr., J. W. (1996). Effects of exemplification in news reports on the perception of social issues. *Journalism & Mass Communication Quarterly*, 73 (2), 427-444.
- Schooler, C., Sundar, S. S., & Flora, J. (1996). Effects of the Stanford Five-City Project media advocacy program. *Health Education Quarterly*, 23 (3), 346-364.
- Riffe, D., Aust, C. F., Jones, T. C., Shoemaker, B., & Sundar, S. S. (1994). The 'shrinking foreign newshole' of the *New York Times*. *Newspaper Research Journal*, 15 (3), 74-88.
- Zillmann, D., Rockwell, S., Schweitzer, K., & Sundar, S. S. (1993). Does humor facilitate coping with physical discomfort? *Motivation & Emotion*, 17(1), 1-21.
- Zillmann, D., Perkins, Jr., J. W., & Sundar, S. S. (1992). Impression-formation effects of printed news varying in descriptive precision and exemplifications. *Medien Psychologie*, 4, 168-185.
- Riffe, D., Hedgepeth, J. K., Ziesenis, E. B., Chandler, S. B., Howard, T. B., Sundar, S., & Woodrum, R. H. (1992). The influence of journals on curriculum and instruction. *Journalism Educator*, 47 (3), 54-60.
- Sundar, S. S. (1991). Techno-ethics: As a matter of fax. *Journal of Mass Media Ethics*, 6 (1), 24-34.
- Sridhara, B. A., Sundar, S. S., & Chaluvvaraju, D. (1988). Status of small newspapers in developing societies...A case study of Shimoga district. *ICCTR Journal*, 1 (1), 3-21.

### Refereed Conference Papers

- Sundar, S. S., Marathe, S., & Kang, H. (2009, November). *Beyond tailoring: Customization in health websites*. Paper presented at the 95<sup>th</sup> annual convention of the National Communication Association, Chicago, IL.
- Kang, H., Sundar, S. S., Kim, H., & Bae, K. (2009, August). *User attitudes toward customization and personalization: A priming study of gratifications expected and obtained*. Paper presented at the 92<sup>nd</sup> annual conference of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Sundar, S. S., & Bellur, S. (2009, May). *This is your brain on interactivity: Alpha-blocking while processing online news*. Paper presented at the 59<sup>th</sup> annual conference of the International Communication Association, Chicago, IL.
- Balakrishnan, B., & Sundar, S. S. (2009, May). *Where am I? How can I get there? Impact of navigability and narrative transportation on spatial presence*. Paper presented at the 59<sup>th</sup> annual conference of the International Communication Association, Chicago, IL.
- Downs, E., & Sundar, S. S. (2009, May). *"It wasn't me, it was my avatar!" Exploring BIRGing and CORFing behaviors in the context of video game play*. Paper presented at the 59<sup>th</sup> annual conference of the International Communication Association, Chicago, IL.
- Koh, Y. J., & Sundar, S. S. (2009, May). *Heuristic vs. systematic processing of specialist vs. generalist sources in online media*. Paper presented at the 59<sup>th</sup> annual conference of the International Communication Association, Chicago, IL.
- Stavrositu, C., & Sundar, S. S. (2009, May). *Blogging vs. diary-keeping: Psychological empowerment*. Paper presented at the 59<sup>th</sup> annual conference of the International Communication Association, Chicago, IL.
- Kim, Y., & Sundar, S. S. (2008, August). *My desired self: The impact of avatar creation on persuasion*. Paper presented at the 91<sup>st</sup> annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Limperos, A. M., Woolley, J. K., Tamul, D. J., & Sundar, S. S. (2008, August). *"It's not who you know, but who you add": Exploring self-disclosure and friending on Facebook*. Paper presented at the 91<sup>st</sup> annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL. [TOP 4 PAPER in Communication Technology Division].
- Sundar, S. S., Bellur, S., Oeldorf-Hirsch, A., & Xu, Q. (2008, July). *The Facebook paradigm for studying concepts and testing theories of communication*. Paper presented at the National Communication Association Summer Conference on Methods and Measures for Communication and Cognition Research, College Park, MD.

- Guillory, J., & Sundar, S. S. (2008, May). *Can interactivity in corporate websites influence public perceptions of organizations?* Paper presented at the 58<sup>th</sup> annual conference of the International Communication Association, Montreal, Canada. [TOP 3 PAPER in Public Relations Division].
- Hu, Y., & Sundar, S. S. (2008, May). *Doctors vs. laypersons on blogs vs. bulletin boards vs. websites vs. homepages: The effects of online health sources on credibility and behavioral intentions.* Paper presented at the 58<sup>th</sup> annual conference of the International Communication Association, Montreal, Canada.
- Hutton, E., & Sundar, S. S. (2008, May). *Can video games enhance creativity? An experimental investigation of emotion generated by Dance Dance Revolution.* Paper presented at the 58<sup>th</sup> annual conference of the International Communication Association, Montreal, Canada. [TOP 3 PAPER in Game Studies Division].
- Kim, N., & Sundar, S. S. (2008, May). *What's relevance got to do with it? A moderated mediation exploration of the appeal of personalization in websites.* Paper presented at the 58<sup>th</sup> annual conference of the International Communication Association, Montreal, Canada.
- Kim, N., & Sundar, S. S. (2008, May). *Relevance to the rescue. Can "smart ads" reduce negative response to online ad clutter?* Paper presented at the 58<sup>th</sup> annual conference of the International Communication Association, Montreal, Canada.
- Stavrositu, C., & Sundar, S. S. (2008, May). *Psychological empowerment derived from blogging: Is it agency or is it community?* Paper presented at the 58<sup>th</sup> annual conference of the International Communication Association, Montreal, Canada.
- Kim, Y., & Sundar, S. S. (2008, May). *Me, myself, and my avatar: The effects of avatar on SNW (Social Networking) users' attitude toward website, ad, and PSA.* Paper presented at the 27<sup>th</sup> Annual Advertising and Consumer Psychology Conference sponsored by the Society for Consumer Psychology, Philadelphia, PA.
- Kalyanaraman, S., & Sundar, S. S. (2007, August). *Impression formation effects in computer-mediated communication and human-computer interaction.* Paper presented at the 90<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Marathe, S., Sundar, S. S., & Reese, C. (2007, August). *Customization vs. personalization: The role of power usage and privacy.* Paper presented at the 90<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Garris, K., Guillory, J., Manning, R., & Sundar, S. S. (2007, August). *Does interactivity serve the public interest? The role of political blogs in deliberative democracy.* Paper presented at the 90<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

- Constantin, C., & Sundar, S. S. (2007, May). *Do pop-ups enhance processing of online news? A test of attentional spotlight, cognitive load, and affect-as-information theories*. Paper presented at the 57<sup>th</sup> annual conference of the International Communication Association, San Francisco, CA. [TOP 3 PAPER in Information Systems Division].
- Koh, Y-J., & Sundar, S. S. (2007, May). *Costco.com or Wine.com? Effects of specialization in web agents, web sites and computers on e-commerce trust*. Paper presented at the 57<sup>th</sup> annual conference of the International Communication Association, San Francisco, CA.
- Marathe, S., Sundar, S. S., Bijvank, M. N., van Vugt, H., & Veldhuis, J. (2007, May). *Who are these power users anyway? Building a psychological profile*. Paper presented at the 57<sup>th</sup> annual conference of the International Communication Association, San Francisco, CA.
- Kleck, C. A., Reese, C., Behnken, D. Z., & Sundar, S. S. (2007, May). *The company you keep and the image you project: Putting your best face forward in online social networks*. Paper presented at the 57<sup>th</sup> annual conference of the International Communication Association, San Francisco, CA.
- Sundar, S. S., & Marathe, S. (2006, August). *Is it tailoring or is it agency? Unpacking the psychological appeal of customized news*. Paper presented at the 89<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Sundar, S. S., Edwards, H. H., Hu, Y., & Stavrositu, C. (2006, August). *Blogging for better health: Putting the "public" back in public health*. Paper presented at the 89<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Sundar, S. S. (2006, June). *Self as source: Agency and customization in interactive media*. Paper presented at the 56<sup>th</sup> annual conference of the International Communication Association, Dresden, Germany. [TOP 3 PAPER in Communication & Technology Division].
- Banjo, O., Hu, Y., & Sundar, S. S. (2006, June). *Cell phone usage and social interaction with proximate others: Ringing in a theoretical model*. Paper presented at the 56<sup>th</sup> annual conference of the International Communication Association, Dresden, Germany.
- Stavrositu, C., & Sundar, S. S. (2006, June). *If internet credibility is so iffy, then why the heavy use? The relationship between medium use and credibility*. Paper presented at the 56<sup>th</sup> annual conference of the International Communication Association, Dresden, Germany.
- Sundar, S. S., Knobloch, S., & Hastall, M. R. (2005, May). *News cues: Do indicators of newsworthiness by newsbots affect our perception of news stories?* Paper presented at the 55<sup>th</sup> annual conference of the International Communication Association,

New York, NY. [TOP PAPER in Communication & Technology Division].

Lee, S. Y., & Sundar, S. S. (2005, May). *The effects of ad variation on the Web*. Paper presented at the 55th annual conference of the International Communication Association, New York, NY.

Knobloch, S., Sundar, S. S., & Hastall, M. R. (2005, May). *Clicking news: Impacts of newsworthiness, source credibility, and timeliness as online news features on news consumption*. Paper presented at the 55th annual conference of the International Communication Association, New York, NY.

Sundar, S. S., & Kim, J. (2004, May). *Interactivity and persuasion: Influencing attitudes with information and involvement*. Paper presented at the 54<sup>th</sup> annual conference of the International Communication Association, New Orleans, LA.

Sundar, S. S., & Constantin, C. (2004, May). *Does interacting with media enhance news memory? Automatic vs. controlled processing of interactive news features*. Paper presented at the 54<sup>th</sup> annual conference of the International Communication Association, New Orleans, LA.

Sundar, S. S., & Kim, J. (2004, May). *High recall and low recognition of interactive ads: A limited-capacity exploration*. Paper presented at the 54<sup>th</sup> annual conference of the International Communication Association, New Orleans, LA.

Stavrositu, C., & Sundar, S. S. (2004, May). *Interstitials and their relevance to Website content: Influence on Website credibility*. Paper presented at the 54<sup>th</sup> annual conference of the International Communication Association, New Orleans, LA.

Kalyanaraman, S., Sundar, S. S., & Oliver, M. B. (2004, May). *Customization and cognition: Exploring the role of individual differences in Web portals*. Paper presented at the 54<sup>th</sup> annual conference of the International Communication Association, New Orleans, LA.

Heo, N., & Sundar, S. S. (2004, May). *The role of screen size in inferring the effects of content type on attention, arousal, memory, and content evaluation: A search for content-specific effects*. Paper presented at the 54<sup>th</sup> annual conference of the International Communication Association, New Orleans, LA.

Sundar, S. S. (2004, March). *The psychology of interactivity: Theory and research on its effects*. Paper presented at the 6<sup>th</sup> international German Online Research (GOR) conference of the German Society for Online Research, Duisburg, Germany.

Hastall, M., Knobloch, S., & Sundar, S. S. (2004, March). *Importance of journalistic values for online news readers: A cross-cultural experiment*. Paper presented at the 6<sup>th</sup> international German Online Research (GOR) conference of the German Society for Online Research, Duisburg, Germany.

Kalyanaraman, S., & Sundar, S. S. (2003, August). *Gateways, billboards, communities,*

- niches, or brands: A concept explication of Web portals for communication research.* Paper presented at the 86<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Wagner, C. B., & Sundar, S. S. (2003, July). *The automatic activation of drug attitudes: Anti-drug ad viewing styles and strength of association.* Paper presented at the 86<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO. [TOP PAPER in Communication Theory & Methodology Division].
- Kalyanaraman, S., & Sundar, S. S. (2003, May). *The psychological appeal of personalized online content: An experimental investigation of customized Web portals.* Paper presented at the 53<sup>rd</sup> annual conference of the International Communication Association, San Diego, CA. [TOP PAPER in Communication & Technology Division].
- Ngai, J., & Sundar, S. S. (2003, May). *Priming effects of online sexual purity tests.* Paper presented at the 53<sup>rd</sup> annual conference of the International Communication Association, San Diego, CA.
- Kalyanaraman, S., & Sundar, S. S. (2002, July). *Download speed and physiological arousal: The role of motion, suspense, and content characteristics.* Paper presented at the 85<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
- Diao, F., & Sundar, S. S. (2002, July). *Orienting response and memory for Web advertisements: Exploring effects of pop-up window and animation.* Paper presented at the 52<sup>nd</sup> annual conference of the International Communication Association, Seoul, South Korea. [TOP PAPER in Information Systems Division].
- Lee, S. Y., & Sundar, S. S. (2002, July). *Psychological effects of frequency and clutter in Web advertising.* Paper presented at the 52<sup>nd</sup> annual conference of the International Communication Association, Seoul, South Korea.
- Sundar, S. S., Kalyanaraman, S., & Wagner, C. (2001, August). *Titillation, frustration, or just plain orientation? Teasing out the "tease effect" of slow downloading.* Paper presented at the 84<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Heo, N., Sundar, S. S., & Chaturvedi, S. (2001, August). *Wait! Why is it not moving? Attractive and distractive ocular responses to Web ads.* Paper presented at the 84<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Sundar, S. S., Kalyanaraman, S., Martin, C., & Wagner, C. (2001, May). *Arousal, memory, and impression-formation effects of animation speed in Web advertising.* Paper presented at the 51<sup>st</sup> annual conference of the International Communication Association, Washington, DC.

- Sundar, S. S., & Yin, J. (2001, May). *Loyalty to computer terminals: Is it anthropomorphism or consistency?* Paper presented at the 51<sup>st</sup> annual conference of the International Communication Association, Washington, DC.
- Heo, N., & Sundar, S. S. (2001, May). *Memory for Web advertisements: Exploring effects of animation, position, and product involvement.* Paper presented at the 51<sup>st</sup> annual conference of the International Communication Association, Washington, DC.
- Moses, N., & Sundar, S. S. (2001, May). *Perceptual effects of race and weight of models in magazine advertisements on the body-self concept of Afro-American women.* Paper presented at the 51<sup>st</sup> annual conference of the International Communication Association, Washington, DC.
- Kalyanaraman, S., Mahood, C., Sundar, S. S., & Oliver, M. B. (2000, August). *Priming effects of accidental exposure to internet pornography: An experimental study of construct accessibility in search engine output.* Paper presented at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.
- Mahood, C., Kalyanaraman, S., & Sundar, S. S. (2000, August). *The effects of erotica and dehumanizing pornography in an online interactive environment.* Paper presented at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.
- Heo, N., & Sundar, S. S. (2000, August). *Emotional responses to web advertising: The effects of animation, position, and product involvement on physiological arousal.* Paper presented at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.
- Sundar, S. S., Kalyanaraman, S., & Jones, E. (2000, July). *Modality effects on memory for multimedia messages.* Paper presented at the 22<sup>nd</sup> General Assembly & Scientific Conference of the International Association for Media and Communication Research, Singapore.
- Heo, N., & Sundar, S. S. (2000, June). *Visual orientation and memory for Web advertising: A study of animation and position effects.* Paper presented at the 50<sup>th</sup> annual conference of the International Communication Association, Acapulco, Mexico.
- Sundar, S. S., Edgar, R., & Mayer, K. (2000, June). *Multimedia effects on processing and perception of online news: A study of picture, audio and video downloads.* Paper presented at the 50<sup>th</sup> annual conference of the International Communication Association, Acapulco, Mexico. [TOP 3 PAPER in Communication & Technology Division].
- Kalyanaraman, S., Steele, J., & Sundar, S. S. (2000, June). *Communicating objectification: Effects of sexually suggestive advertisements.* Paper presented at the 50<sup>th</sup> annual conference of the International Communication Association, Acapulco, Mexico.

- Sundar, S. S., Brown, J., & Kalyanaraman, S. (1999, May). *Reactivity vs. interactivity: Impression-formation effects of message contingency in political websites*. Paper presented at the 49<sup>th</sup> annual conference of the International Communication Association, San Francisco, CA.
- Uppal, C., & Sundar, S. S. (1999, May). *Effect of animation on perception of instructional material*. Paper presented at the 49<sup>th</sup> annual conference of the International Communication Association San Francisco, CA.
- Wagner, C. B., & Sundar, S. S. (1999, May). *The curiosity-arousing function of anti-drug PSAs*. Paper presented at the 49<sup>th</sup> annual conference of the International Communication Association San Francisco, CA.
- Wagner, C. B., & Sundar, S. S. (1998, November). *Respiratory responses to television genres*. Paper presented at the 84<sup>th</sup> annual meeting of the National Communication Association, New York, NY.
- Sundar, S. S., & Wagner, C. B. (1998, August). *The tease effect of slow downloading: Arousal and excitation transfer in online communications*. Paper presented at the 81<sup>st</sup> annual convention of the Association for Education in Journalism & Mass Communication, Baltimore, MD.
- Heo, N., & Sundar, S. S. (1998, August). *Source perception and electrodermal activity*. Paper presented at the 81<sup>st</sup> annual convention of the the Association for Education in Journalism & Mass Communication, Baltimore, MD.
- Sundar, S. S., Hesser, K., Kalyanaraman, S., & Brown, J. (1998, July). *The effect of Website interactivity on political persuasion*. Paper presented at the 21st General Assembly & Scientific Conference of the International Association for Media and Communication Research, Glasgow, UK.
- Dumas, J., & Sundar, S. S. (1998, July). *Race and perception of film characters*. Paper presented at the 21st General Assembly & Scientific Conference of the International Association for Media and Communication Research, Glasgow, UK.
- Uppal, C., & Sundar, S. S. (1998, July). *The psychological importance of distance in distance education*. Paper presented at the 48<sup>th</sup> annual conference of the International Communication Association, Jerusalem, Israel.
- Sundar, S. S., Narayan, S., Obregon, R., & Uppal, C. (1997, August). *Does Web advertising work? Memory for print vs. online media*. Paper presented at the 80<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL. [TOP 3 PAPER in Communication Technology & Policy Division].
- Sundar, S. S., Otto, G., Pisciotta, L., & Schlag, K. (1997, July). *Animation and priming*

- effects in online advertising*. Paper presented at the 80<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- May, M., Sundar, S. S., & Williams, R. B. (1997, May). *The effects of hyperlinks and site maps on the memorability and enjoyability of web content*. Paper presented at the 47<sup>th</sup> annual conference of the International Communication Association, Montréal, Canada.
- Sundar, S. S. (1997, May). *Psychological criteria of news*. Paper presented at the 47<sup>th</sup> annual conference of the International Communication Association, Montréal, Canada.
- Sundar, S. S. (1996, August). *Do quotes affect perception of online news stories?* Paper presented at the 79<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Anaheim, CA. [TOP 3 PAPER in Communication Technology & Policy Division].
- Sundar, S. S., & Nass, C. (1996, May). *Source effects in users' perceptions of online news*. Paper presented at the 46<sup>th</sup> annual conference of the International Communication Association, Chicago, IL. [TOP 3 PAPER in Communication & Technology Division].
- Sundar, S. S. (1994, October). *Psychosocial effects of self-referencing: Can a computer say 'I'?* Paper presented at Lifelike Computer Characters'94 conference, Snowbird, UT.
- Sundar, S. S. (1994, August). *Is human-computer interaction social or parasocial?* Paper presented at the 77<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.
- Sundar, S. S. (1994, August). *Health coverage in California newspapers: CVD and AIDS compete for space*. Paper presented at the 77<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.
- Zillmann, D., Gibson, R., Sundar, S. S., & Perkins, Jr., J. W. (1994, August). *Effects of exemplification in magazine journalism on the perception of social issues*. Paper presented at the 77<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.
- Sundar, S. S., Schooler, C., & Flora, J. (1994, July). *Health campaign effects on newspapers: Does media advocacy influence coverage, framing, prominence and agenda?* Paper presented at the 44<sup>th</sup> annual conference of the International Communication Association, Sydney, Australia.
- Sundar, S. S. (1993, April). *Rise and fall of the health hole in California newspapers*. Paper presented at the West Coast Communication Mini-Conference, University of California, Santa Barbara, CA.
- Riffe, D., Aust, C. F., Jones, T. C., Shoemake, B., & Sundar, S. S. (1992, August). *News*

*items in the "shrinking foreign newshole": The case of the New York Times.* Paper presented at the 75<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Montréal, Canada.

Zillmann, D., Rockwell, S., Schweitzer, K., & Sundar, S. S. (1992, May). *Does humor enhance discomfort tolerance?* Paper presented at the 42nd annual conference of the International Communication Association, Miami, FL.

Sundar, S. S., Perkins, Jr., J. W., & Zillmann, D. (1991, August). *Perception of an issue as a function of infographics.* Paper presented at the 74<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Zillmann, D., Perkins, Jr., J. W., Sundar, S. S., & Stoker, K. (1991, August). *Perception of an issue as a function of informational competition between baserate data and exemplars.* Paper presented at the 74<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Rawlins, B. L., & Sundar, S. S. (1991, February). *Watchdog or lapdog? The effect of U.S. foreign policy on the New York Times' coverage of Central America.* Paper presented at the Eighth Annual Intercultural and International Communication Conference, Miami, FL.

Sundar, S. S. (1991, February). *Editorial response of the New York Times to telephone technology, 1876-1910: Prophetic or myopic? Dismissive or developmental?* Paper presented at the AEJMC Southeast Colloquium, Orlando, FL.

### **Funded Projects**

(Role is PI unless otherwise indicated)

*Interface Interactivity and User Engagement: A Communications Perspective* (<http://www.nsf.gov/awardsearch/showAward.do?AwardNumber=0916944>) (2009-2011). Division of Information and Intelligent Systems, Directorate for Computer & Information Science & Engineering, National Science Foundation.

*Interaction Science: Science for the Creative Convergence of Human, Robot, Computer, and Digital Media* (A World Class University Project) R31-2008-000-10062-0 (2008-2013). [Role: Senior Personnel]. Korea Science and Engineering Foundation, Ministry of Education, Science and Technology, South Korea.

*Retirees on Facebook: Can Online Social Networking Enhance Their Quality of Life?* Smart Spaces Center for Adaptive Aging in Place, Penn State University.

*Improving the Quality of Asthma Care Using the Internet*, R01 HL088590-01A1 (2008-2012). [Role: Subcontractor]. National Institutes of Health.

*Who Customizes Online Healthcare Information and Why? Level 2* (2008-2009). Social Science Research Institute, Penn State University.

*Media Psychophysiology for Theory-Based Undergraduate Research* (2008-2009). President's Fund for Research, Penn State University.

*Interactive Web-based Diabetes Self-Management Tool to Promote Behavioral Change through Education and Social Networking* (2008-2009). [Role: Co-PI]. CTSA Pilot Project. Penn State University and Pennsylvania Department of Health.

*Cognitive Heuristics for Digital Information Processing* (2008). Lockheed Martin Information Systems and Global Services, Philadelphia, PA.

*Encouraging Undergraduate Student Participation in Psycho-physiological Research* (2007-2008). President's Fund for Research, Department of Film/ Video & Media Studies, Department of Advertising & Public Relations, Penn State University.

*Virtual Personal Doctor: Using Technology to Motivate Cancer Prevention and Screening* (2008). Seed grant from Social Science Research Institute via the Center for Health and Risk Communication in the Department of Communication Arts & Sciences, and College of Medicine, Penn State University.

*Encouraging Undergraduate Student Participation in Psycho-physiological Research* (2006-2007). President's Fund for Research, Penn State University.

*Technological Affordances cue Credibility Considerations* (2006-2007). Competitively selected contribution to the volume "Digital Media and Credibility" in the MacArthur Foundation Series on Digital Media. The New Media Consortium, Monterey Institute for Technology and Education, & the John D. and Catherine T. MacArthur Foundation.

*Encouraging Undergraduate Student Participation in Psycho-physiological Research* (2005-2006). President's Fund for Research, Penn State University.

*Virtual Construction Simulator: Improving Design and Construction Engineering Education with Virtual Reality* (2003-2006). [Role: Senior investigator with primary responsibilities related to assessment]. Directorate for Engineering, National Science Foundation.

*Evaluation of the Annenberg Student Voices Project* (2004-2005). [Role: Co-PI]. Annenberg Public Policy Center, University of Pennsylvania.

*Technical Evaluation of New Course Development* (2004-2005). NIIT (USA), Inc.

*New Challenges, New Places* (2004). International Programs Office and College of Communications International Initiatives Fund, Penn State University.

- Expansion of the Media Effects Research Laboratory at the Penn State College of Communications* (2003). Office of the Dean, College of Communications and Information Technology Services, Penn State University.
- Course Development Grant* (2000-2001). World Campus, Penn State University.
- The Information Needs of College Students* (2000-2001). USA Today, Gannett Corporation, Inc.
- Ocular Responses to Online Advertising* (2000). Faculty Summer Research Grant. College of Communications, Penn State University.
- Provost's Academic Unit Collaborative Teaching and Learning Award* (1999-2000). Penn State University.
- Multimodality Effects on News Processing* (1999). Research Initiation Grant. College of Communications, Penn State University.
- Virtual Class Discussions: Using Courseweb Interactivity to Enhance Learning by Questioning* (1998-99). Fund for Excellence in Learning and Teaching (FELT), IDP Center for Excellence in Learning and Teaching, Penn State University.
- The 'Learning by Questioning' model* (1998). Dean's Teaching Development Grant, College of Communications, Penn State University.
- Household Information Environments in Harlem, NY* (with L. Yapa). (1997-1998). Libraries for the Future, W.K. Kellogg Foundation.
- Service Learning Development Grant* (1997). SOURCE Program, College of Communications, Penn State University.
- A Proposal for Establishing a State-of-the-Art Media Effects Research Laboratory at the Penn State College of Communications* (1995-97). Office of the Provost, Penn State University.

### **Awards and Honors**

- Top 4 Faculty Paper Award, Communication Technology Division, Association for Education in Journalism & Mass Communication, Chicago, IL, August, 2008.
- Top 3 Paper Award, Game Studies Division, International Communication Association, Montreal, Canada, May, 2008.
- Top 3 Paper Award, Public Relations Division, International Communication Association, Montreal, Canada, May, 2008.
- Deans' Excellence Award for Integrated Scholarship, College of Communications, Penn State University, 2007-2008.
- Top Paper Award, Information Systems Division, International Communication Association, San Francisco, CA, May, 2007.

- Faculty Marshal, Department of Advertising and Public Relations, Spring Commencement Ceremonies, May, 2007.
- Top 3 Paper Award, Communication & Technology Division, International Communication Association, New York City, Dresden, Germany, June, 2006.
- Faculty Marshal, Department of Advertising and Public Relations, Spring Commencement Ceremonies, May, 2006.
- Top Paper Award, Communication & Technology Division, International Communication Association, New York City, NY, May, 2005.
- Deans' Excellence Award for Research, College of Communications, Penn State University, 2004-2005.
- Top Paper Award, Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication, Kansas City, MO, July, 2003.
- Top Paper Award, Communication & Technology Division, International Communication Association, San Diego, CA, May, 2003.
- Top Paper Award, Information Systems Division, International Communication Association, Seoul, South Korea, July, 2002.
- Top Three Division Paper Award, Communication & Technology Division, International Communication Association, Acapulco, Mexico, June, 2000.
- College Faculty Marshal, College of Communications, Spring Commencement Ceremonies, May, 2000.
- Deans' Excellence Award for Research, College of Communications, Penn State University, 1999-2000.
- Nominated for the Penn State College of Communications Alumni Society's 2000 Excellence in Teaching award.
- Top Three Faculty Paper Award, Communication Technology & Policy Division, Association for Education in Journalism & Mass Communication, Chicago, IL, August, 1997.
- Top Three Faculty Paper Award, Communication Technology & Policy Division, Association for Education in Journalism & Mass Communication, Anaheim, CA, August, 1996.
- Top Three Division Paper Award, Communication & Technology Division, International Communication Association, Chicago, IL, May, 1996.
- Centennial Teaching Assistant, Stanford University, 1994-95.
- Delegate, 2nd National Seminar on the State of Media Studies, Freedom Forum Center, Columbia University, New York, 1994.
- Outstanding Graduate Research Assistant, Department of Journalism, University of Alabama, 1990-91.
- Metz Scholarship for Media Management, Alabama Press Association, Birmingham, AL, 1991-92.

Spain-Hickman International Student Award, Rotary District 686, Tuscaloosa, AL, 1990-91.

Third Prize, Carol Burnett/AEJMC/University of Hawaii Graduate Student Ethics Competition, 1990.

Outstanding Graduate Assistant, Department of Journalism, University of Alabama, 1989-90.

Sesquicentennial Alumni Graduate Scholar, National Alumni Association, University of Alabama, 1989.

Member, Kappa Tau Alpha, National Journalism Honor Society.

Member, Phi Kappa Phi.

### **Invited Presentations**

Invited presentation entitled “Tweeting, Digging, Blogging: Communication in the Age of Interactivity” at the Research Unplugged Discussion Series hosted by Research Penn State: <http://www.rps.psu.edu/unplugged/fall09/november18.html> (November, 2009), State College, PA

Invited brownbag presentation entitled, “Message in the Medium: How Interfaces Influence User Psychology” at the Department of Interaction Science, Sungkyunkwan University (September, 2009), Seoul, South Korea.

Invited colloquium presentation entitled “Message in the Medium: How Technology Shapes Meaning of Online Content” at the Department of Communication, Seoul National University (June, 2009), Seoul, South Korea.

Invited presentation entitled “A Media-Effects Approach to Interaction Science” at the First Annual Symposium on Interaction Science, Sungkyunkwan University (May, 2009), Seoul, South Korea.

Invited colloquium presentation entitled “Message in the Medium: How Technology Shapes Meaning of Online Content” at the Department of Communication Arts and Sciences, Penn State University (February, 2009), University Park, PA.

Invited brownbag presentation entitled, “Customization and Personalization in Health Websites” to the Health Communication Research Group at the Department of Communication Arts and Sciences, Penn State University (January, 2009), University Park, PA.

Invited Panelist for a research panel session entitled “Theory in Journalism & Mass Communication Research: Using It, Building It, Testing It” at the 91<sup>st</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2008), Chicago, IL.

Consultation to Joint State Government Commission for Task Force on Violent Interactive Video Games, Commonwealth of Pennsylvania (June, 2008), Harrisburg, PA.

Invited talk entitled “The Effects of New Media on Communications” at Communicators Conference, Department of Public Information, Penn State University (May, 2008), University Park, PA.

Invited Panelist for a panel session entitled “The New Digital Age—How It Affects Our Communications” at the Board of Visitors Meeting of the College of Communications (April, 2008), Penn State University, University Park, PA.

Invited talk entitled “Internet Affordances Drive Uses and Gratifications” at “Raising the Ante: The Internet’s Impact on Journalism Education and Existing Theories of Mass Communication,” a symposium in honor of Philip Meyer, Knight Chair in Journalism, at the University of North Carolina (March, 2008), Chapel Hill, PA.

Invited talk entitled “The Role of Technology in Health Communication” at the 2<sup>nd</sup> annual Penn State Bioinformatics and Medical Informatics Retreat (January, 2008), Hershey, PA.

Invited brownbag presentation entitled “Can the Interface affect Perceptions of Information Quality and Credibility? A Cognitive Heuristics Approach” to the Human Computer Interaction (HCI) Group, College of Information Science & Technology, Penn State University (November, 2007), University Park, PA.

Invited Panelist for a professional freedom and responsibility panel session entitled “Authorship: Best and Worst Practices in Academia” at the 90<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2007), Washington, DC.

Invited Panelist for a research panel session entitled “Digital Media, Credibility, and Youth: Forging a New Field of Inquiry” at the 57<sup>th</sup> annual conference of the International Communication Association (May, 2007), San Francisco, CA.

Invited colloquium presentation entitled “The Social Psychology of Interactivity in Online Mass Communication” at the School of Journalism and Mass Communication, University of North Carolina (October, 2006), Chapel Hill, NC.

Invited Panelist for a research/teaching panel session entitled “Theories of Technology: A Paradigm for Communication Research” at the 89<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2006), San Francisco, CA.

Lead Faculty, National Communication Association’s National Doctoral Honors Seminar in Mass Communication Theory and Research. Department of Communication, Purdue University (July, 2006), West Lafayette, IN.

Invited colloquium presentation entitled “Is Interactivity a Source feature, Medium feature, or Message feature? Psychological effects on Web users” at the Amsterdam School for Communication Research (ASCoR), Universiteit van Amsterdam (June, 2006), Amsterdam, The Netherlands.

Invited colloquium presentation entitled “Source, message or medium? Interactivity as a multifaceted heuristic for mediated communication” at the School of Informatics, State University of New York--Buffalo (February, 2006), Buffalo, NY.

Invited colloquium presentation entitled “Interactivity as a Source Feature: Information Scent and Cognitive Heuristics” at the School of Information and Library Science, University of North Carolina (October, 2005), Chapel Hill, NC.

Invited colloquium presentation entitled “Psychology of Interactivity in Human-Website Interaction” at the Department of Communication Arts and Sciences, Penn State University (September, 2005), University Park, PA.

Invited colloquium presentation entitled “Processing News in the Age of Interactivity: Psychological Aspects of Online News Technology” at the Center for Digital Globe, School of Journalism, University of Missouri (October, 2004), Columbia, MO.

Invited colloquium presentation entitled “Online Journalism: The Psychology of Mass Communication on the Web” at the School of Journalism and Mass Communication, University of North Carolina (October, 2004), Chapel Hill, NC.

Invited Panelist for a research session entitled “Technology and Health Communication: Prospects and Promises” at the 87<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2004), Toronto, Canada.

Invited Panelist to deliver presentation on “Conducting Online Experiments” in a pre-conference workshop session on “Teaching and Learning about Internet-based Research Methods” at the 87<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2004), Toronto, Canada.

Invited paper presentation entitled “Social Psychology of Interactivity: Experiments with Web-based Mass Communication” at the international conference on “Internet Communication in Intelligent Societies,” Chinese University of Hong Kong (July, 2004), Shatin, Hong Kong.

Invited colloquium presentation entitled “Interacting with Online Sources: Role of Contingency and Customization” at the Institut für Kommunikationswissenschaft, Ludwig Maximilians Universität (April, 2004), Munich, Germany.

- Invited colloquium presentation entitled “The Psychology of Agency and Interactivity on the Internet” at the Amsterdam School for Communication Research (ASCoR), Universiteit van Amsterdam (April, 2004), Amsterdam, The Netherlands.
- Invited colloquium presentation entitled “Interacting with Interactivity: Effects of Contingency on Persuasion” at the Department of Advertising, University of Texas at Austin (February, 2004), Austin, TX.
- Invited presentation on “Curriculum Planning for Journalism and Mass Communication” at the Department of Media Studies, Christ College (January, 2004), Bangalore, India.
- Invited Panelist for a discussion on “Media Education: Are Journalists Born or Made?” at the Sri Sri Centre for Media Studies (January, 2004), Bangalore, India.
- Invited colloquium presentation entitled “Technology in Communication: Why More is Not Necessarily Better” at the Department of Communication, Cornell University (October, 2003), Ithaca, NY.
- Invited Panelist for a research session entitled “Building Bridges: Using Technology to Enhance Reflexivity and Global Collaboration” at the 86<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2003), Kansas City, MO.
- Invited Panelist for a research session entitled “Emerging Areas in Communication Research: Opportunities and Challenges” at the 86<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2003), Kansas City, MO.
- Invited colloquium presentation on “Studying Communication Technology from a Media Effects Perspective” at the School of Journalism and Communication, Ohio State University (March, 2003), Columbus, OH.
- Invited Panelist to deliver presentation on “Social Psychology of Communication Technologies: Implications for Development” at a conference on “Communication and Development in the Information Age: Extending the Benefits of Technology for All” organized by the Global Communication Research Association (January, 2003), Banaras Hindu University, Varanasi, India.
- Invited Panelist for a research session entitled “An Interactive Panel of Interactivity Researchers” at the 85<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2002), Miami Beach, FL.
- Invited Speaker to deliver presentation on “Human-Website Interaction: Psychology of Communication Technology” at the National Extension Technology Conference (May, 2002), University Park, PA.

Invited Panelist to deliver presentation on “Publishing Dissertations in Communication Technology” in a pre-conference workshop session on “Publishing Dissertations Across Areas of Study” at the 84<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2001), Washington, DC.

Invited Panelist to deliver presentation on “Behavioral, Psychological, and Cognitive Responses to Animation in Web Advertising” in a panel session on “Animation on the Web: Spokes-Characters and Consumer Response” at the annual conference of the American Academy of Advertising (March, 2001), Salt Lake City, UT.

Invited colloquium presentation on “Studying Communication Technology from a Media-Effects Perspective” at the College of Communications, Penn State University (February, 2001), University Park, PA.

Invited Panelist to deliver talk on “Inspiring Grad Students: Socialization into the Field” in a panel session on “Early Career Challenges and How to Meet Them” at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Invited Panelist to deliver talk on “Improving Interface Design to Bridge the Digital Divide” in a panel session on “Social and Cognitive Access to the Internet” at the 50<sup>th</sup> annual conference of the International Communication Association (June, 2000), Acapulco, Mexico.

Invited Panelist for a graduate student colloquium on “Staking Your Claim in the World of Scholarship” on the occasion of “Journalism Day,” EW Scripps School of Journalism, Ohio University (May, 2000), Athens, OH.

Invited presentation on “Media Effects and People’s Perceptions of Advertising” at the Kiwanis Club of State College (December, 1999), State College, PA.

Congressional Testimony as Expert Witness in front of the Subcommittee on Criminal Justice, Drug Policy and Human Resources at a public hearing of the Office of National Drug Control Policy National Youth Anti-Drug Media Campaign (October, 1999), United States Congress, Washington, DC.

Invited Panelist for a discussion on “Service Learning in Mass Communication Studies” at the 82<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Invited Panelist for a discussion on “Integrating New Media Perspectives Across Journalism Sequences” at the 82<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Invited Panelist to deliver talk on “Technological Issues in Internet Pornography” in a panel session on “Internet Pornography: Research Issues and Policy Considerations” at the 82<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Invited Panelist to deliver talk on “Studying Technology from a Media-Effects Perspective” in a panel session on “Methodological Issues in the New Media Landscape” at the 81<sup>st</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1998), Baltimore, MD.

Invited presentation on “Psychosocial Aspects of New Media” at the New Media Colloquia Series sponsored by Education Technology Services, Center for Academic Computing, Penn State University (April, 1998), University Park, PA.

Invited panelist for a discussion on “The State and Direction of Research in a Rapidly Changing Global Environment” at the mid-year conference of the Graduate Education Interest Group of the Association for Education in Journalism & Mass Communication (April, 1998), Athens, OH.

Invited presentation on “Who/What is a Computer? A Machine, Programmer or Networker? A study of the source of users’ social attributions” in a panel session on “Social Responses to Communication Technology” at the 43<sup>rd</sup> annual conference of the International Communication Association (May, 1993), Washington, D.C.

### **Invited Lectures**

“The MAIN Model—Experimental Research for Research-Based Design” in WIS 5001 (Design Perspectives on ICT), Sungkyunkwan University, Fall, 2009.

“The Social Psychology of Interactivity in Online Mass Communication” in COMM 518 (Media Effects), Penn State University, Fall, 2007.

“The ‘I’ in iPod and the “my” in MySpace: The Rising Importance of Self in Online Media” in COMM 590 (Colloquium), Penn State University, Spring, 2007.

“Agency and Customization in Interactive Media” in JOMC 391 (The Psychology of Human-Computer Interaction), University of North Carolina, Fall, 2006.

“The Importance of Agency in Interactive Media” in JOMC 391 (The Psychology of Human-Computer Interaction), University of North Carolina, Fall, 2005.

“Media Effects of Communication Technologies” in COMM 518 (Media Effects), Penn State University, Fall, 2005.

“Modality and Source Issues in Online News Psychology” in COMM 515 (MA Proseminar), Penn State University, Fall, 2005.

“Technology Research in Communication” in COMM 501 (PhD Proseminar), Penn State University, Fall, 2004.

- “The Issue of Agency” in JOMC 391 (The Psychology of Human-Computer Interaction), University of North Carolina, Fall, 2004.
- “Topics in News Media & Public” at the International School for Humanities and Social Sciences, Universiteit van Amsterdam, Spring, 2004.
- “Technology & Cognition: Thinking about Online Ads” in ADV 319 (Psychology of Advertising), University of Texas at Austin, Spring, 2004.
- “Technological Issues in Online News Processing” in COMM 597E (MA Proseminar), Penn State University, Fall, 2003.
- “Technology Research in Communication” in COMM 501 (PhD Proseminar), Penn State University, Fall, 2003.
- “A Media-Effects Approach to Studying New Media Technologies” in COMM 597E (MA Proseminar), Penn State University, Fall, 2002.
- “Studying Communication Technology from a Media Effects Perspective” at Colloquium 2001, College of Communications, Penn State University, Spring 2001.
- “Communication Technology Research and Multimedia Effects” at the Department of Communication, Bangalore University, Bangalore, India, Winter, 2000.
- “Psychosocial Aspects of New Media” at the Pennsylvania Governor’s School of Information Technology, Penn State University, Summer, 1999.
- “Technological Issues in Online Communication” at the Pennsylvania Governor’s School of Information Technology, Penn State University, Summer, 1999.
- “A Media-Effects Approach to the Study of Technology” in COMM 518 (Media Effects), Penn State University, Spring, 1999.
- “Experimental Research Methods” in ARCH 520, Penn State University, Spring, 1999.
- “Content Analysis” in ENGL 030H, Penn State University, Fall, 1998.
- “Information Technology and Psychology” in STS 200, Penn State University, Fall, 1997.
- “A Media-Effects Approach to Studying Online Communication” in COMM 501A (PhD Proseminar), Penn State University, Fall, 1997.
- “Experimental Research Methods” in ARCH 550, Penn State University, Fall, 1997.
- “Information Technology and Psychology” in STS 200, Penn State University, Spring, 1997.
- “Research Methods” in ARCH 550, Penn State University, Fall, 1996.
- “Media Effects - The Classical Approach,” in COMM 501A (PhD Proseminar), Penn State University, Fall, 1996.
- “Media Effects - Technology Effects,” in COMM 501A (PhD Proseminar), Penn State University, Fall, 1996.
- “Communication Technology” in STS 200, Penn State University, Spring, 1996.
- “Information Revolution” in STS 200, Penn State University, Fall, 1995.
- “Media Studies” in PSY 001, Stanford University, Spring, 1995.

“Psychological Processing of Media” in COMM 108, Stanford University, Spring, 1995.

### **Teaching Experience**

#### ***Course Developer***

COMM. 517 (Advanced graduate seminar on Psychological Aspects of Communication Technology), College of Communications, Penn State University. (2002-2004).

COMM. 518 (Graduate seminar in Media Effects), College of Communications, Penn State University. (1996-1999).

COMM. 418 (Undergraduate seminar in Media Effects). Film/Video & Media Studies Department, College of Communications, Penn State University. (1998-2001).

COMM. 413 (Online version of existing course on “media and public”). Communication Certificate Program, World Campus—Distance Education, Penn State University. (2000-2001).

#### ***Consultant***

Course Coordinator, Comm. 413W (Media and the Public), Penn State University. (2000-present).

Site Visitor and Reviewer, Institute for the International Education of Students (IES), Barcelona, Spain. (2006).

Independent Technical Reviewer, Online Course on Media and Society, Knowledge Solutions—NIIT Ltd., New Delhi, India. (2004-2005).

Teaching Consultant, Center for Teaching and Learning (CTL), Stanford University. (1994-95).

#### ***Instructor***

Introduction to Mass Communications Research, COMM 506 (MA & PhD students), Penn State University. (Fall, 2009, Fall, 2008, Fall, 2007, Fall, 2006, Fall, 2005, Fall, 2004, Fall, 2003, Fall, 2002, Spring, 2002, Fall, 2001, Fall, 2000, Fall, 1999, Fall, 1998 and Fall, 1997).

Mass Media and the Public, COMM 413W (BA students), Penn State University. (Fall, 2007, Fall, 2005, Summer, 2004, Fall, 2003, Summer, 2003, Spring, 2003, Fall, 2002, Summer, 2002, Spring, 2002, Fall, 2001, Summer, 2001, Summer, 2000, Summer, 1999, Spring, 1999, Summer, 1998, Summer, 1997, Summer, 1996, and Spring, 1996).

Psychological Aspects of Communication Technology, COMM 517 (MA & PhD students), Penn State University. (Spring, 2009, Spring, 2008, Spring, 2007, Spring, 2006, Spring, 2005).

Media Effects, COMM 418 (BA students), Penn State University. (Spring, 2009, Spring, 2008, Spring, 2007, Spring, 2006, Spring, 2005).

Mass Communication Research, COMM 404 (BA students), Penn State University. (Fall, 2004, Summer, 2004, Spring, 2001, Fall, 2000, Spring, 2000, Fall, 1998, Spring, 1998, Fall, 1997, Spring, 1997, Fall, 1996, Spring, 1996, and Fall, 1995).

Media Technology and Psychology, PSU 009 (BA students), Penn State University. (Fall, 2003).

Web Advertising (First-Year Seminar), COMM 009 (BA students), Penn State University. (Fall, 2003 and Fall, 2002).

Psychology of Communication Technology, COMM 597D (MA & PhD students), Penn State University. (Spring, 2003).

Psychosocial Aspects of New Media (First-Year Seminar), COMM 009 (BA students), Penn State University. (Fall, 1999).

Research Issues in Internet Pornography (Special Topics), COMM 597E (MA & PhD students), Penn State University. (Fall, 1999).

Media Effects (Special Topics), COMM 497F (BA & MA students), Penn State University. (Spring, 1999).

Advanced Research Methods (Special Topics), COMM 597E (MA & PhD students), Penn State University. (Spring, 1997).

Media Effects (Special Topics), COMM 597B (MA & PhD students), Penn State University. (Fall, 1996).

Mass Communication & Society, COMM 220S (BA, MA & PhD students), Stanford University. (Summer, 1994).

Writing & Reporting the News, COMM 104 (BA students), Stanford University. (Winter, 1994).

Introduction to the Use of Computers (PhD students), COMM 313, Stanford University. (Autumn, 1993).

### *Teaching Assistant*

Communication Research Methods, COMM 106/206 (BA, MA & PhD students), Stanford University. (Autumn, 1993) [Prof. Steven H. Chaffee].

Statistics for Social Scientists, STAT 190 (BA, MA & PhD students), Stanford University. (Autumn, 1993) [Prof. Michael Martin].

Master's Project, COMM 290 (MA students), Stanford University. (Winter, Spring, Summer, 1993) [Prof. Marion Lewenstein & Prof. Steven H. Chaffee].

Communication, Technology & Society, COMM 169/269 (BA, MA & PhD students), Stanford University. (Spring, 1994, Spring, 1993) [Prof. Clifford Nass].

Mass Communication & Society, COMM 001 (BA students), Stanford University. (Autumn, 1992) [Prof. Jeremy Cohen].

## **Professional Experience & Skills**

### *Research*

*Director* of the Media Effects Research Laboratory, College of Communications, Penn State University. (1995-present). Obtained funding for and designed state-of-the-art

experimental laboratory with advanced stimulus presentation systems and psychophysiological measuring devices.

*Co-Investigator* with Prof. Clifford Nass, Stanford University. (1991-1995). Designed, executed and published a number of theoretical as well as experimental studies in the area of human-computer interaction.

*Research Assistant* for the Social Responses to Communication Technology consortium, Institute for Communication Research, Stanford University. (1994-1995). Maintained lab and assisted with experimental studies on the social and psychological effects of communication technologies.

*Research Assistant* to Prof. June Flora, Stanford University. (Summer, 1992, Winter & Summer, 1993). Designed, analyzed data and published the Five City Project Newspaper Content Analysis study for the Stanford Center for Research on Disease Prevention.

*Statistical Analyst* for Dr. Beth Howard-Pitney, Stanford University. (Summer, 1993). Analyzed and presented Regional Tobacco Council survey data for the Stanford Center for Research on Disease Prevention.

*Research Coordinator* of Journalism Master's Students' Group Project, Stanford University. (1992-93). Worked with Prof. Steven Chaffee and Prof. Marion Lewenstein on the design and coordination of a focus groups study about minorities and mass media.

*Co-Investigator* with Prof. Dolf Zillmann, University of Alabama. (1989-1991). Designed, executed and published a number of experimental studies exploring media effects in general, and effects of news exemplars, humorous programming, and pornography in particular.

*Research Assistant* to Prof. Jay Black, University of Alabama. (Summer, 1990). Conducted research and provided editorial assistance for an introductory textbook on mass communication.

*Research Assistant* to Prof. Charles Self, University of Alabama. (1989 - 1991). Conducted research on international communication networking and developed interactive educational software for use by undergraduate editing students.

### ***Journalism***

Managing Editor, *The Communicator*, Tuscaloosa, AL. (10/89 - 07/91).

Contributing Music Critic, *The Tuscaloosa News*, Tuscaloosa, AL. (10/90 - 05/91).

Special Correspondent, *Upbeat*, Bombay, India. (07/86 - 07/90).

Ombudsman, *The Crimson White*, Tuscaloosa, AL. (01/90 - 04/90).

Contributing Editor/Editorial Coordinator, *The City Tab*, Bangalore, India. (08/86 - 08/89).

Contributing Critic, *Indian Express*, Bangalore, India. (04/86 - 08/89).

Film Critic, *Deccan Evening Herald*, Bangalore, India. (10/84 - 07/86).

Reporter & Campus Page Editor, *The City Tab*, Bangalore, India. (10/83 - 05/86).

Freelance contributions to *Los Angeles Times*, *Media Ethics Update*, *The Times of India*, *The Hindustan Times' Weekend Review*, *Express Magazine*, *Deccan Herald*, *The Indian Post*, *The Times of Deccan*, *Evening News*, *Sunday Mid-Day*, *The Sunday Observer*, *Eve's Weekly*, *Femina*, *Sun.* (1982 - 1991). Also produced and directed shows for Doordarshan (Indian National Television) and Akashvani (All India Radio).

Disc Jockey and Program Director, Jazz Spectrum (Wed 9-11 am), WKPS-The Lion 90.7 FM (<http://www.thelion.fm>), Penn State University (ongoing).

### ***Computer***

*Local network administrator*, Department of Communication, Stanford University. (Summer, 1994).

*System administrator*, Chilton R. Bush Journalism Laboratory, Stanford University. (Summer, 1992).

Statistical packages: SPSS, SAS, MINITAB, JMP.

Programming languages: FORTRAN, BASIC, COBOL, HyperCard, HTML, CGI Scripts.

Operating systems: UNIX, Macintosh, DOS, Windows.

## **Professional Service**

### ***Affiliations***

Member, International Communication Association (ICA)

Member, Association for Education in Journalism and Mass Communication (AEJMC)

Member, National Communication Association (NCA)

Member, Association for Computing Machinery (ACM)

Member, American Society for Information Science and Technology (ASIST)

Member, International Society for Presence Research (ISPR)

Member, Society of Psychophysiological Research (SPR)

Member, American Academy of Advertising (AAA)

Life Member, Indian Council for Communication Training and Research (ICCTR)

### ***Positions Held***

Chair, Communication and Technology Division, International Communication Association (ICA), 2008-2010

Member, Strategic Plan Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2007-2010

Co-Organizer, Workshop on Robot Morphology, HRI 2010, 5th ACM/IEEE International Conference on Human-Robot Interaction, Osaka, 2010.

Member, Program Committee, INTERACT conference for Human-Computer Interaction, Uppsala, Sweden, 2009.

Vice-Chair, Communication and Technology Division, International Communication Association (ICA), 2006-2008

Member, Program Committee, Designing Interactive Systems (DIS) conference, Association for Computing Machinery (ACM), 2005-2006, 2006-2007, 2007-2008

Member, Ad Hoc Committee on Virtual Library and Portal, Association for Education in Journalism and Mass Communication (AEJMC), 2006

Chair, Publications Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2003-2004

Member, Publications Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2002-2005

Head, Communication Technology & Policy Division, AEJMC, 2000-2001

Vice-Head/Program Chair, Communication Technology & Policy Division, AEJMC, 1999-2000

Research Chair, Communication Technology & Policy Division, AEJMC, 1998-1999

Liaison for Communication Theory & Methodology Division, Communication Technology & Policy Division, AEJMC, 1997-2005.

### ***Editorial Work***

Member, Editorial Board, *Journal of Communication*

Member, Editorial Board, *Communication Research*

Member, Editorial Board, *Human Communication Research*

Member, Editorial Review Board, *Media Psychology*

Member, Editorial Board, *Journal of Applied Communication Research*

Member, Editorial Advisory Board, *Journalism & Mass Communication Quarterly*

Member, Editorial Board, *Journal of Broadcasting & Electronic Media*

Member, Editorial Review Board, *Journal of Advertising*

Member, Editorial Advisory Board, *Communication Methods & Measures*

Member, Editorial Board, *The Ergonomics Open Journal*

Member, Editorial Advisory Board, *Journalism & Mass Communication Educator*

Member, Editorial Board, *The Open Communication Journal*

Member, Scientific Editorial Board, *Scenari e Strategie (Scenarios and Strategies) Book Series*, McGraw Hill, Milan, Italy

Member, Editorial Board, *International Journal of Interactive Communication Systems and Technologies* (forthcoming)

Member, Editorial Board, *Journalism & Communication Monographs* (2002-2008)

Associate Editor, *International Communication Bulletin* (1990-1991)

Editorial Assistant, *Journal of Mass Media Ethics* (Summer, 1990).

### ***Manuscript Reviewer***

*Allyn & Bacon* (Book Manuscript)

*American Journal of Media Psychology*

*Asian Journal of Communication*

*Behaviour & Information Technology*

*Communication Quarterly*

*Communication Reports*

*Communication Theory*

*Communication Yearbook*

*Electronic Journal of Communication*

*Handbook of Computer Networks*

*Handbook of Technology Management*

*International Journal of Press/Politics*

*International Journal of Public Opinion Research*

*Journal of Adolescence*

*Journal of Advertising*

*Journal of the American Society for Information Science and Technology*

*Journal of Applied Communication Research*

*Journal of Computer-Mediated Communication*

*Journal of Online Behavior*

*Journal of Service Research*

*Mass Communication & Society*

*New Review of Hypermedia and Multimedia*

*NISE Briefs*, National Institute for Science Education, University of Wisconsin, Madison

*Oxford Handbook of Internet Psychology*

*Political Communication*

*Psychophysiology*

*Rowman & Littlefield* (Book Proposal)

*Routledge Publishers (Book Proposal)*

*Sage Publications (Book Proposal)*

*The Information Society*

*Transactions on Computer-Human Interaction*

### ***Grant Proposal Reviewer***

Chair, Experts Committee on Multimedia Arts, New Initiatives Fund—2009, Canada Foundation for Innovation, Ottawa, Canada.

University Grants Committee, Research Grants Council of Hong Kong, Wan Chai, Hong Kong, China.

The National Academies, Policy and Global Affairs Division, Washington, DC.

Maryland Industrial Partnerships Program, University of Maryland, College Park, MD.

Directorate for Social, Behavioral and Economic Sciences, National Science Foundation (NSF), Washington, DC.

Faculty Technology Initiative Program, Center for Education Technology Services, Computer & Information Systems, Penn State University.

Faculty Technology Initiative Program, Education Technology Services, Center for Academic Computing, Penn State University.

The Research Challenge Fund, New York University, New York, NY.

### ***Conference Paper Referee***

Paper Reviewer for CHI Conference on Human Factors in Computing Systems, Association for Computing Machinery [2010, 2009, 2008, 2007, 2006].

Paper Reviewer for INTERACT, the IFIP TC13 Conference in Human-Computer Interaction [2009].

Paper Referee and Program Committee Member for the Designing Interactive Systems (DIS) conference, Association for Computing Machinery [2008, 2006].

Paper Referee for the Communication & Technology Division, International Communication Association [2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1998, 1997].

Paper Referee for the Information Systems Division, International Communication Association [2007, 2006, 2003, 2001, 2000, 1999, 1997, 1996].

Paper Referee for the Game Studies Special Interest Group, International Communication Association [2007, 2006].

Paper Referee for the Health Communication Division, International Communication Association [2006, 2005].

- Paper Referee for the Visual Studies Division (formerly “Visual Communication Special Interest Group”), International Communication Association [2006, 2005, 2004, 2003].
- Paper Referee for the Mass Communication Division, International Communication Association [2007, 2005, 2003, 2002, 2001, 2000, 1999, 1998].
- Paper Referee for the Communication Technology Division (formerly “Communication Technology & Policy Division”), Association for Education in Journalism and Mass Communication [2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001].
- Paper Referee for the Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication [2008, 2007, 2006, 2005, 2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996].
- Paper Referee for the Newspaper Division, Association for Education in Journalism and Mass Communication [2003, 2002].
- Paper Referee for the Visual Communication Division, Association for Education in Journalism and Mass Communication [2003, 2002, 2001, 1999, 1997].
- Paper Referee for the Minorities & Communication Division, Association for Education in Journalism & Mass Communication [2000].
- Paper Referee for the annual conference of the SouthWest Education Council on Journalism and Mass Communication [2001].
- Judge, 1999 Guido H. Stempel III Paper Competition, Graduate Education Interest Group, Association for Education in Journalism & Mass Communication [1999].
- Paper Referee for the mid-year conference of the Graduate Education Interest Group, Association for Education in Journalism & Mass Communication [1999].

### *Conference Session Discussant*

- Discussant for a refereed paper session of the Communication Technology and Communication Theory and Methodology Divisions entitled “Communication Theory and Technology” at the 91<sup>st</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2008), Chicago, IL.
- Senior Scholar Discussant for the Top Student Paper in the Communication Technology Division entitled “Top Faculty Papers” at the 90<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2007), Washington, DC.
- Discussant for a refereed poster session of the Communication Theory and Methodology Division entitled “The Internet as a Communication Medium” at the 90<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2007), Washington, DC.
- Chair of a refereed paper session of the Communication and Technology Division entitled “The Virtual Gaze: Effects of Visuals in Embodied Agents” at the 57<sup>th</sup> annual

conference of the International Communication Association (May, 2007), San Francisco, CA.

Discussant for a refereed paper session of the Communication Technology Division entitled "Top Faculty Papers" at the 89<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2006), San Francisco, CA.

Respondent for a refereed paper session of the Communication and Technology Division entitled "Avatars and Computer-Generated Characters" at the 56<sup>th</sup> annual conference of the International Communication Association (June, 2006), Dresden, Germany.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Top Papers in Open Competition, Communication Technology and Policy" at the 88<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2005), San Antonio, TX.

Respondent for a refereed paper session of the Communication and Technology Division entitled "Avatars and Embodied Agents" at the 55<sup>th</sup> annual conference of the International Communication Association (May, 2005), New York City, NY.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Computer, Heal Thyself and Others: Health and Safety in Online Environments" at the 87<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2004), Toronto, Canada.

Discussant for a research paper session entitled "Emerging Online Services & e-Commerce" at the international conference on "Internet Communication in Intelligent Societies," Chinese University of Hong Kong (July, 2004), Shatin, Hong Kong.

Respondent for a research panel session of the Communication and Technology Division entitled "Social Determinants of Selective Exposure to Media Information: Recent Web-Based Experimental Investigations" at the 54<sup>th</sup> annual conference of the International Communication Association (May, 2004), New Orleans, LA.

Respondent for a refereed paper session of the Mass Communication Division entitled "Framing Biotechnology" at the 54<sup>th</sup> annual conference of the International Communication Association (May, 2004), New Orleans, LA.

Discussant for a refereed poster session of the Visual Communication Division at the 86<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2003), Kansas City, MO.

Respondent for a refereed paper session of the Communication and Technology Division entitled "Getting Good at Using Technology: From Gaming to Career Choice" at

the 53<sup>rd</sup> annual convention of the International Communication Association (May, 2003), San Diego, CA.

Discussant for a refereed paper session of the Communication Technology & Policy and Media Management & Economics Divisions entitled “Personalizing the Web” at the midwinter conference of the Association for Education in Journalism and Mass Communication (March, 2003), Boulder, CO.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled “Credibility of Online News” at the 85<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2002), Miami Beach, FL.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled “Cognitive Processes of Web Use” at the 84<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2001), Washington, DC.

Roving Respondent for a high-density refereed paper session of the Communication and Technology Division at the 51<sup>st</sup> annual convention of the International Communication Association (May, 2001), Washington, DC.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled “Webcasting and Electronic Newspapers” at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Discussant for a refereed poster session of the Communication Theory & Methodology Division at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Discussant for a refereed paper session of the Minorities & Communication Division entitled “Who Represents Me? Gender and Race in the Media” at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled “Information Processing of Internet Content” at the 82<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Discussant for a refereed paper session of the Communication Theory & Methodology Division entitled “Happiness is a Warm Gun: Filtration of Guns and Violence in the Mass Media” at the 82<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Respondent for a refereed paper session of the Information Systems Division entitled “Message Characteristics and Mental (Cognitive) Effects” at the 49<sup>th</sup> annual

conference of the International Communication Association (1999, May), San Francisco, CA.

Discussant for a refereed paper session entitled “New Technologies” at the AEJMC Graduate Education Interest Group (GEIG) Mid-Year Conference (1999, April), University Park, PA.

Discussant at the mid-year conference of the Graduate Education Interest Group of the Association for Education in Journalism & Mass Communication (April, 1998), Athens, OH.

Respondent for a refereed paper session of the Communication and Technology Division entitled “New Media in the Mass Media” at the 47<sup>th</sup> annual convention of the International Communication Association (May, 1997), Montréal, Canada.

### *Conference Session Moderator*

Presidential panel session entitled “The Role of Media in Democracy” featuring Cass R. Sunstein at the 91<sup>st</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2008), Chicago, IL.

Research paper session entitled “e-Governance” at the international conference on “Internet Communication in Intelligent Societies,” Chinese University of Hong Kong (July, 2004), Shatin, Hong Kong.

Refereed paper session of the Information Systems Division entitled “Computer-Mediated Communication and Internet Issues” at the 53<sup>rd</sup> annual conference of the International Communication Association (2003, May), San Diego, CA.

Research panel session of the Communication Technology & Policy and Media Management & Economics Divisions entitled “The Web as a Virtual Gathering Space for Communication, Commerce and Community Development” at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Top Three Student Papers Session of the Communication Technology & Policy Division at the 83<sup>rd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Refereed paper session of the Information Systems Division entitled “Can New Technologies Take Communication to a Higher Level?” at the 50<sup>th</sup> annual conference of the International Communication Association (2000, June), Acapulco, Mexico.

Research panel session on “Internet Pornography: Research Issues and Policy Considerations” at the 82<sup>nd</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Top Four Student Papers Session of the Communication & Technology Division at the 49<sup>th</sup> annual conference of the International Communication Association (1999, May), San Francisco, CA.

Invited paper session of the Visual Communication Division entitled “Visual Display of Information in Real and Virtual Environments” at the 80<sup>th</sup> annual convention of the Association for Education in Journalism and Mass Communication (August, 1997), Chicago, IL.

Refereed paper session of the Communication Theory & Methodology Division entitled “It’s a Jungle Out There—Or Is it?” at the 79<sup>th</sup> annual convention of the Association for Education in Journalism & Mass Communication (August, 1996), Anaheim, CA.

Refereed paper session of the Communication Technology & Policy Division at the 79<sup>th</sup> annual convention of the Association for Education in Journalism & Mass Communication (August, 1996), Anaheim, CA.

### **University Service**

Co-Director, Media Effects Research Laboratory, College of Communications, 2002-present.

Member, Graduate Council Committee on Fellowships and Awards, Penn State University, 2001-present.

Member, University Academic Measurement Committee, Penn State University, 2000-present.

Organizer, Graduate Student Summer Research Colloquium, College of Communications, Penn State University, 1997-present.

Founder & Coordinator, Media Effects Research Group (MERG), College of Communications, 1995-97, 2004-present.

Member, College-level Promotion & Tenure Committee, College of Communications, Penn State University, 2007-2009.

Outside Voting Member, Promotion & Tenure Committee, College of Information Sciences & Technology, Penn State University, 2008-2009.

Member, HR-40 Extended (Post-Tenure) Review Committee, College of Communications, Penn State University, 2009.

External Member, HR-40 Extended (Post-Tenure) Review Committee, College of Information Sciences & Technology, Penn State University, 2009.

Member, Student Learning Assessment Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2005-present.

Chair, Strategic Planning Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2007-2008.

- Member, Graduate Policy & Admissions Committee, College of Communications, Penn State University, 2004-2005, 2006-2007.
- Member, Ad-Hoc Committee for reviewing Courtesy Appointment, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2007.
- Member, Faculty Selection Committee, Schreyer Honors College, Penn State University, 2007.
- Member, Media Effects Faculty Search Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2006-2007.
- Member, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2005-2006.
- Member, Faculty Search Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2005-2006.
- Member, Media Studies Curriculum Task Force, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2005-2006.
- Member, Curriculum Revision Committee, Film/Video & Media Studies Department, College of Communications, Penn State University, 2002-2005.
- Chair, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2004-2005.
- Member, Faculty Advisory Committee on Academic Computing (FACAC), Penn State University, 2002-2005.
- Member, World Campus Faculty Advisory Committee (WC-FAC), Penn State University, 2002-2004.
- Member, Sabbatical Committee, College of Communications, Penn State University, 2004.
- Member, Steering Committee, Social Science Research Institute, Penn State University, 2001-2004.
- Member, Curriculum & Liaison Committee, College of Communications, Penn State University, 2001-2004.
- Member, Faculty Productivity Task Force, College of Communications, Penn State University, 2003.
- Member, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2001-2003.
- Member, College of Communications Graduate Admissions Committee, 1996-97, 1999-2003.
- Member, Advisory Board, Center for Education Technology Services, Computer & Information Systems, Penn State University, 2001-2002.
- Member, Undergraduate Curriculum Task Force, College of Communications, Penn State University, 2001-2002.
- Chair, Curriculum Revision Committee, Film/Video & Media Studies Department, College of Communications, Penn State University, 2000-2002.

Founder & Director, Media Effects Research Laboratory, College of Communications, 1996-2002.

Member, Math Commission, Penn State University, 2001.

Member, Faculty Advisory Committee, Educational Technology Services, Center for Academic Computing, Penn State University, 1998-2001.

Member, College of Communications Facilities & Technologies Committee, 1995-2001.

College of Communications Representative, College of Engineering, Penn State University, 1996-2000.

Member, Media Studies Master's Admissions Committee, 1997-99.

Member, Academic Administration Evaluation Committee of the Office of the Dean (AD-14), 1997-98.

Member, College of Communications Search Committee for Tenure-Track Faculty, 1997-98.

Member, Standing Committee of CIC on Teaching & Learning with Technology (TLT), 1996-98.

Member, Interdisciplinary Steering Committee for New Media Minor, 1995-98.

Member, College of Communications Graduate Studies Committee, 1995-96.

Member, College of Communications Website Committee, 1995-96.

### **Participation in Student Research Committees**

#### ***Doctoral Advisees (Graduated)***

Bimal Balakrishnan (PhD Dissertation Committee Chair & Advisor)\*  
Assistant Professor, University of Missouri, Columbia

Corina Constantin (PhD Dissertation Committee Chair & Advisor)\*  
Director, Decision Sciences, Didit, New York

Nokon Heo (PhD Dissertation Committee Chair & Advisor)\*  
Assistant Professor, University of Central Arkansas, Conway, AR

Yifeng Hu (PhD Dissertation Committee Chair & Advisor) \*  
Assistant Professor, The College of New Jersey, Ewing, NJ

Sriram Kalyanaraman (PhD Dissertation Committee Chair & Advisor)\*  
Associate Professor, University of North Carolina in Chapel Hill

Yoon-Jeon Koh (PhD Dissertation Committee Chair & Advisor)\*  
Research Manager, Marketing Laboratory, Korea Telecom, Seoul, Korea

Sammy Lee (PhD Dissertation Committee Chair & Advisor)\*  
Assistant Professor & Advertising Sequence Chair, West Virginia University, Morgantown, WVA

Marc Seamon (PhD Dissertation Committee Chair & Advisor)\*  
Assistant Professor, Robert Morris University, Pittsburgh, PA

Carmen Stavrositu (PhD Dissertation Committee Chair & Advisor) \*  
Assistant Professor, University of Colorado in Colorado Springs

*Doctoral Advisees (Current)*

Saraswathi Bellur (PhD Dissertation Committee Chair & Advisor)  
Dan M. Grigorovici (PhD Dissertation Committee Chair & Advisor)  
Haiyan Jia (PhD Dissertation Committee Chair & Advisor)  
Hyunjin Kang (PhD Dissertation Committee Chair & Advisor)  
Hyangsook Kim (PhD Dissertation Committee Chair & Advisor)  
Youjeong Kim (PhD Dissertation Committee Chair & Advisor)  
Sampada Marathe (PhD Dissertation Committee Chair & Advisor)  
Anne Oeldorf-Hirsch (PhD Dissertation Committee Chair & Advisor)  
Qian Xu (PhD Dissertation Committee Chair & Advisor)

*Doctoral Committee Member*

Omotayo Banjo (PhD Dissertation Committee Member)\*  
Edward Downs (PhD Dissertation Committee Member)\*  
Jaehong Kim (PhD Dissertation Committee Member)  
Jinhee Kim (PhD Dissertation Committee Member) \*  
Maja Krakowiak (PhD Dissertation Committee Member)\*  
Anamarcia Lacayo (PhD Dissertation Committee Member)  
Sangki Lee (PhD Dissertation Committee Member) \*  
Anthony Limperos (PhD Dissertation Committee Member)  
George Lugalambi (PhD Dissertation Committee Member) \*  
Srividya Ramasubramanian (PhD Dissertation Committee Member)\*  
Meghan Sanders (PhD Dissertation Committee Member)\*  
Kalyani Subramanian (PhD at the University of Madras, India)  
Mina Tsay (PhD Dissertation Committee Member) \*  
Julia Woolley (PhD Dissertation Committee Member)  
Baixue Wu (PhD Dissertation Committee Member)  
Changmin Yan (PhD Dissertation Committee Member)\*  
Hyeseung Yang (PhD Dissertation Committee Member)\*  
Nan Yu (PhD Dissertation Committee Member)\*

*Doctoral Committee Outside Member*

Kurt Braddock (PhD in Communication Arts & Sciences)  
Bela Florenthal (PhD in Marketing)\*  
Ravi Gajendran (PhD in Management Science)\*  
Joel D. Galbraith (PhD in Instructional Systems)\*  
Andrew High (PhD in Communication Arts & Sciences)  
Suellen Hopfer (PhD in Communication Arts & Sciences)

Janice Krieger (PhD in Communication Arts & Sciences)\*  
Bo-Youn Lee (PhD in Hospitality Management)  
Matthew Peters (PhD In Information Sciences & Technology)  
Mark Pfaff (PhD in Information Sciences & Technology)\*  
Carson Wagner (PhD in Communications at CU, Boulder)\*  
Ibrahim Yucel (PhD In Information Sciences & Technology)  
Dejin Zhao (PhD In Information Sciences & Technology)

*Master's Theses Advisees*

Dawn Behnken (MA-MediaStudies Thesis Committee Chair & Advisor)  
Fangfang Diao (MA-SpeechComm Thesis Committee Chair)\*  
Josephine Ann Dumas (MA-Telecomm Thesis Committee Chair)\*  
Elizabeth Hutton (MA- MediaStudies Thesis Committee Chair) \*  
Nam Young Kim (MA-MediaStudies Thesis Committee Chair & Advisor)\*  
Chad Mahood (MA-MediaStudies Thesis Committee Chair)\*  
George Otto (MA-Telecomm Thesis Committee Chair)\*  
Christen Reese (MA-Telecomm Thesis Committee Chair)\*  
Carmen Stavrositu (MA-MediaStudies Thesis Committee Chair)\*  
Carson B Wagner (MA-MediaStudies Thesis Committee Chair)\*

*Master's Thesis Committee Member*

Asha Baskaran (MA-Architecture Thesis Committee Member)\*  
Dana Broussard (MA-MediaStudies Thesis Committee Member)\*  
Laura Donnelly (MA-MediaStudies Thesis Committee Member)\*  
Sonali Kumar (MA-Architecture Thesis Committee Member)\*  
Marlin May (MA-Telecomm Thesis Committee Member)\*  
Ndidi Moses (MA-MediaStudies Thesis Committee Member)\*  
Vikas Narayan (MA-Architecture Thesis Committee Member)\*  
Amanda Rotondo (MA-MediaStudies Thesis Committee Member)\*  
Meghan Sanders (MA-MediaStudies Thesis Committee Chair)\*  
Thomas Smee (MA-MediaStudies Thesis Committee Member)\*  
Michelle Shorter (MA-Architecture Thesis Committee Member)\*  
Patty Wharton (MA-MediaStudies Thesis Committee Member)\*

*Undergraduate Theses*

Omotayo Banjo (McNair Scholar Project Advisor)\*  
Carrie Bennett (BA Honor's Thesis Supervisor)\*  
Erin Campbell (BA Honor's Thesis Supervisor)\*  
Drew Patrick Cingel (BA Honor's Advisor & Thesis Supervisor)  
Kathryn Dalfonso (BA Honor's Thesis Supervisor)\*  
Amanda Frederick (BA Honor's Thesis Supervisor)\*  
Tessa K. Heller (BA Honor's Thesis Supervisor)\*  
Kenneth M. Hesser (BA Honor's Thesis Supervisor)\*

Nadine Gabbadon (BA Honor's Thesis Supervisor)\*  
Jamie Guillory (BA Honor's Thesis Supervisor)\*  
Jennifer Lange (BA Honor's Thesis Supervisor)\*  
Shannon Lynch (BA Honor's Thesis Supervisor)\*  
Ndidi Moses (McNair Scholar Project Advisor)\*  
Jenniger Ngai (BA Honor's Thesis Supervisor)\*  
Lisa Pisciotta (BA Honor's Thesis Supervisor)\*  
Meredith Steer (BA Honor's Advisor & Thesis Supervisor)\*  
Soren Tanis (BA Honor's Thesis Supervisor)\*  
Steve Thompson (BA Honor's Thesis Supervisor)\*

\* Graduated