

FRANK E. DARDIS, PH.D.

ASSOCIATE PROFESSOR
THE PENNSYLVANIA STATE UNIVERSITY
Department of Advertising & Public Relations
College of Communications
212 Carnegie Building
University Park, PA 16802
(814) 863-7993
fdardis@psu.edu

ACADEMIC APPOINTMENTS

Associate Professor of Communications, Pennsylvania State University 2009-present

Assistant Professor of Communications, Pennsylvania State University 2003-2009

EDUCATION

Doctor of Philosophy, Mass Communication 2003

College of Mass Communications and Information Studies

University of South Carolina – Columbia, SC

Dissertation Title: *The Persuasive Effects of Frame-Building Strategies in Textual Communications: An Experimental Investigation Using a Social Movement Issue*

Advisor: Dr. Erik Collins

Master of Arts, Mass Communication 1995

College of Journalism and Communications

University of Florida – Gainesville, FL

Advisor: Dr. Robert Kendall

Bachelor of Science, Telecommunication 1991

College of Journalism and Communications

University of Florida – Gainesville, FL

REFEREED PUBLICATIONS

Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, F., & Aviles, J., Kumble, S., & Bailey, E. (2016). Adver-where? Comparing the effectiveness of banner ads and video ads in online video games. *Journal of Interactive Advertising*, 16(2), 87-100. [Lead Article.]

Dardis, F. E., Schmierbach, M., Ahern, L., Fraustino J., Bellur, S., Brooks, S., & Johnson, J. (2015). The effects of in-game virtual direct experience (VDE) on reactions to real-world brands. *Journal of Promotion Management*, 21(3), 313-334.

Kim, K., Schmierbach, M., Bellur, S., Chung, M. Y., Fraustino J., Dardis, F. E., & Ahern, L. (2015). Is it a sense of autonomy, control, or attachment? Exploring the effects of in-game customization on game enjoyment. *Computers in Human Behavior*, 48, 695-705.

Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, F., & Aviles, J. (2015). "Which way to go? The relative effectiveness of branded advergames, banner ads, and pre-roll ads on brand recall in video games." *Proceedings of the 2015 Conference of the American Academy of Advertising*.

Dardis, F. E., & Schmierbach, M., & Limperos, A. (2012). The impact of game customization and control mechanism on recall of integral and peripheral brand placements in video games. *Journal of Interactive Advertising*, 12(2), 1-12. [Lead Article.]

Schmierbach, M. Xu, Q., Oeldorf-Hirsch, A., & Dardis, F. E. (2012). Electronic friend or virtual foe: Exploring the role of competitive and cooperative video game modes in fostering flow and enjoyment. *Media Psychology*, 15(3), 356-371.

Haigh, M. M., & Dardis, F. E. (2012). The impact of apology on organization–public relationships and perceptions of corporate social responsibility. *Public Relations Journal*, 6(1), 1-16. Available: <http://www.prsa.org/Intelligence/PRJournal/Documents/2012HaighDardis.pdf>

Dardis, F. E., & Schmierbach, M. (2012). Effects of multiplayer videogame contexts on individuals' recall of in-game advertisements. *Journal of Promotion Management*, 18(1), 42-59.

Dardis, F. E., & Schmierbach, M., Ahern, L., Bellur, S., Fraustino, J., Brooks, S., & Johnson, J. (2012). The effects of in-game product performance on recall of and attitudes toward the real-world brand. *Proceedings of the 2012 Conference of the American Academy of Advertising*.

Limperos, A., Schmierbach, M., Kegerise, A. D., & Dardis, F. E. (2011). Gaming across different consoles: Exploring the influence of control scheme on game player enjoyment. *Cyberpsychology, Behavior, and Social Networking*, 14(6), 345-350.

Shen, F., Dardis, F. E., & Edwards, H. H. (2011). Advertising exposure and message type: Exploring the perceived effects of soft-money television political ads. *Journal of Political Marketing*, 10(3), 215-229. [Lead Article]

Dardis, F. E., & Haigh, M. M. (2009). Prescribing versus describing: Testing image-restoration strategies in a crisis situation. *Corporate Communications: An International Journal*, 14(1), 101-118. [Awarded Top-Three Article of the Year]

Dardis, F. E. (2009). Attenuating the negative effects of perceived incongruence in sponsorship: How message repetition can enhance evaluations of an "incongruent" sponsor. *Journal of Promotion Management*, 15(1/2), 36-56. [Top-Ten Most Cited Article in journal, 2012-2015]

Dardis, F. E. & Shen, F. (2008). The influence of evidence type and product involvement on message-framing effects in advertising. *Journal of Consumer Behavior*, 7(3), 222-238.

Dardis, F. E., Baumgartner, F. R., Boydstun, A. E., De Boef, S., & Shen, F. (2008). Media framing of capital punishment and its impact on individuals' cognitive responses. *Mass Communication and Society*, 11(2), 115-140. [Lead Article]

Dardis, F. E., Shen, F., & Edwards, H. H. (2008). Effects of negative political advertising on individuals' cynicism and self-efficacy: The impact of ad type and message exposures. *Mass Communication and Society*, 11(1), 24-42.

Dardis, F. E. (2007). The role of issue-framing functions in affecting individuals' beliefs and opinions about a sociopolitical issue. *Communication Quarterly*, 55(2), 247-265.

Dardis, F. E. (2006). Military accord, media discord: A cross-national comparison of UK versus US press coverage of Iraq War protest. *International Communication Gazette*, 68(5/6), 409-426.

Dardis, F. E. (2006). Marginalization devices in US press coverage of Iraq War protest: A content analysis. *Mass Communication and Society*, 9(2), 117-135. [Lead Article]

Dardis, F. E., & Shen, F. (2005) Message framing and brand evaluations: The role of evidence type and product involvement. *Proceedings of the 2005 Conference of the American Academy of Advertising*.

BOOK CHAPTERS AND SECTIONS

Dardis, F. E. (2017). The advent of virtual direct experience (VDE) research in video games: Integrating, augmenting, and informing brand-communication strategies in digital/interactive media. In S. L. Rodgers & E. Thorson (Eds.), *Digital Advertising: Theory and Research* (3rd ed.), 431-434. New York: Taylor & Francis.

Dardis, F. E. (2007). Food advertising, gender, ethnicity, and age. In J. J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media*. (Vol. 1, pp. 344-346). Thousand Oaks, CA: Sage.

Dardis, F. E. (2007). Promotional tie-ins. In J. J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media*. (Vol. 2, pp. 678-679). Thousand Oaks, CA: Sage.

REFEREED CONFERENCE PAPERS

Dardis, F. E., Haigh, Michel M., Ott, H., and Bailey, E. (2016, October). "Corporate Ability or Social Conscience?: The Impact of Strategic Emphasis and Issue-Framing Type in Corporate Social Responsibility Messages." Public Relations Society of America (PRSA) International Conference, Indianapolis, IN.

Aviles, J., Kumble, S., Schmierbach, M., Bailey, E., Waddell, F., Dardis, F., Huang, Y., Orme, S., Seeber, K., & Wu, M. (2016, August). "Effects of Music Pacing in a Nutrition Game on Flow, and Explicit and Implicit Attitudes." Communication Technology Division, Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis, MN.

Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, F., & Aviles, J. (2015, March). "Which Way to Go? The Relative Effectiveness of Branded Advergaming, Banner Ads, and Pre-Roll Ads on Brand Recall in Video Games." American Academy of Advertising Annual Conference, Chicago, IL.

Dardis, F. E., Schmierbach, M., Sherrick, B., & Luckman, B. (2013, August). "The Impact of Videogame-Induced Affect and Ad Type on Memory of In-Game Advertisements." Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

Sherrick, B., Schmierbach, M., Waddell, T. F., Kim, K., & Dardis, F. E. (2013, August). "In Control of Enjoyment: Gameplay Difficulty, Performance Feedback, and the Mediating Effect of Presence on Video Game Enjoyment." Communication Technology Division, Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

Dardis, F. E., & Schmierbach, M., Sherrick, B., & Fraustino, J. (2012, August). "Pre-Roll Advertising in Video Games: Effects on Brand Recall and Attitudes." Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Dardis, F. E., & Schmierbach, M., Ahern, L., Bellur, S., Fraustino, J., Brooks, S., & Johnson, J. (2012, March). "The Effects of In-Game Product Performance on Recall of and Attitudes toward the Real-World Brand." American Academy of Advertising Annual Conference, Myrtle Beach, SC.

Dardis, F. E., & Schmierbach, M. (2010, August). "The Impact of Control Mechanism and Game Customization on Videogame Advertising Effects." Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Denver, CO. [Awarded Top-Three Paper in Division.]

Dardis, F. E., & Schmierbach, M. (2009, August). "Effects of Gaming System and Interpersonal Playing Context on Individuals' Memory of In-Game Advertisements." Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Boston, MA.

Limperos, A. M., Schmierbach, M., Dardis, F. E., Tamul, D. J., & Kegerise, A. D. (2009, May). "Gaming across Different Consoles: Exploring the Influence of Control Scheme on Game Player Enjoyment." Communication and Technology Division, 59th Annual Conference of the International Communication Association, Chicago, IL.

Dardis, F. E., & Haigh, M. M. (2008, May). "Prescribing versus Describing: An Original Test of All Image-Restoration Strategies within a Single Crisis Situation." Public Relations Division, 58th Annual Conference of the International Communication Association, Montreal, Canada.

Haigh, M. M., & Dardis, F. E. (2008, May). "Impact of Crisis on Corporate Social Responsibility and Organization-Public Relationships." Public Relations Division, 58th Annual Conference of the International Communication Association, Montreal, Canada.

Dardis, F. E. (2006, August). "Generating congruence: How repeated sponsorship messages enhance evaluations of incongruent sponsors." Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

Dardis, F. E., Shen, F., & Edwards, H. H. (2006, August). "Negative political advertising, cynicism, and self-efficacy: The impact of ad type and message exposures." Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

De Boef, S., Baumgartner, F. R., Boydston, A. E., Dardis, F. E., & Shen, F. (2005, October). "Framing capital punishment: Morality, constitutionality, and innocence, 1960–2003." Annual Meeting of the National Coalition to Abolish the Death Penalty, Austin, TX.

Dardis, F. E. (2005, August). "Military alliance, media difference: A comparison of framing devices implemented in UK versus US press coverage of Iraq War protest." International Communication Division, Association for Education in Journalism and Mass Communication Annual Conference, San Antonio, TX. [Awarded Ecquid Novi Second Runner-Up in Journalism]

Shen, F., Dardis, F. E., & Edwards, H. H. (2005, August). "Advertising exposures and message types: Exploring the perceived effects of soft-money political ads." Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Annual Conference, San Antonio, TX.

Dardis, F. E., & Shen, F. (2005, March) "Message framing and brand evaluations: The role of evidence type and product involvement." American Academy of Advertising Annual Conference, Houston, TX.

Dardis, F. E. (2004, August). "Antiwar framing devices and US media coverage of Iraq war protesters: A content analysis of the *New York Times*, *Washington Post* and *USA Today*." Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Annual Conference, Toronto, ON.

Dardis, F. E. (2004, May). "Persuasion effects of issue-framing functions: An experiment using an environmental social movement issue." Mass Communications Division, 54th Annual Conference of the International Communication Association (ICA), New Orleans, LA.

Dardis, F. E. (2003, March). "Technological versus human communication in collegiate pedagogy: Graduate student perceptions of a distance education course." Open Division, Association for Education in Journalism and Mass Communication Southeast Colloquium, Little Rock, AR. (Awarded Top Student Paper in Division).

Dardis, F. E. (2002, October). "A cultural history of alcohol advertising in America: *Sports Illustrated* in the Super Bowl era, 1967-2001." Popular Culture Association in the South/American Culture Association in the South Annual Conference, Charlotte, NC.

Dardis, F. E., & An, D. (2002, March). "A first investigation into the role of visuals in web banner advertising: A content analysis." Open Division, Association for Education in Journalism and Mass Communication Southeast Colloquium, Gulfport, MS.

Kenney, K., & Dardis, F. E. (2001, March). "(Visual) rhetoric at a virtual university." William A. Kern Communication Conference, Rochester, NY.

OTHER PAPERS/PRESENTATIONS

Dardis, F. E. (2002, April). *A Cultural History of Alcohol Advertising in America: Sports Illustrated in the Super Bowl Era, 1967-2001*. Graduate Student Day, University of South Carolina, Columbia, SC.

TEACHING EXPERIENCE

Seminar in Strategic Communications. [Graduate course]. *Penn State University*. Theoretical, conceptual, and practical implications of strategic communication and mass-mediated persuasion.

Advertising Campaigns. *Penn State University*. Advertising campaign problems from the viewpoint of the national advertiser and advertising agency; production of a complete advertising campaign.

Advertising Media Planning. *Penn State University; University of South Carolina*. Analysis, selection, and scheduling of advertising media; examination of algorithms, technologies, and software used in media planning.

Research Methods in Advertising and Public Relations. *Penn State University*. Primary and secondary research methods used in the development of solutions to advertising and public relations problems.

Introduction to Advertising. *Penn State University*. Advertising and brand management in business, including communication theory; common industry practices; basics of copy, media, and budget decisions; and environmental influences.

Mass Communications Research. *University of South Carolina, 2001-2003*. Fundamentals of mass communications research methods and applications: methodology, data-gathering techniques, and analysis.

First-Year Seminar in Communications. *Penn State University*. Facilitate students' adjustment to the high expectations, demanding workload, increased academic liberties, and other aspects of the transition to college life.

Dissertation/Thesis Committees

Sonya Miller (chair), Ph.D.
 Brett Sherrick (chair), Ph.D.
 Dawn Behnken (chair), M.A.
 Carolyn Donaldson (chair), M.A.
 Curtis Johnson (chair), M.A.
 Michelle Asmara (chair), M.A. and Schreyer Honors Thesis
 Kristin Winiarski (chair), M.A. and Schreyer Honors Thesis
 Marenah Dobin (chair), Schreyer Honors Thesis
 Natalie Guarna (chair), Schreyer Honors Thesis
 Amy Major (chair), Schreyer Honors Thesis
 Nicole Miao (chair), Schreyer Honors Thesis
 Matt Orminski (chair), Schreyer Honors Thesis
 Julianne Tarullo (chair), Schreyer Honors Thesis
 Emily Ullmann (chair), Schreyer Honors Thesis
 Kiersten Walker (chair), Schreyer Honors Thesis
 Lee Ahern, Ph.D.
 Pamela Jo Brubaker, Ph.D.
 Eugene Cho, Ph.D.
 Stefanie Davis, Ph.D.
 Melanie Formentin, Ph.D.
 Virginia Harrison, Ph.D.; M.A.
 Jennifer Hoewe, Ph.D.
 Ying Kong, Ph.D.
 Holly Ott, Ph.D.
 Wanda Reyes, Ph.D.
 Carrie Sipes, Ph.D.
 Michail Vafeiadis, Ph. D.
 Kunter Gunasti, Ph.D. (Marketing)
 Han Joon Jung, Ph.D. (Economics)
 Michael Penn, Ph.D. (Accounting)
 Julia Fraustino, M.A.
 Sharde Hardy, M.A.
 Jessica Ruiz, M.A.
 Ekaterina Tabachnikova, M.A.

EXPERTISE/CONSULTING

- Faculty Affiliate, Media Effects Research Laboratory, Pennsylvania State University.
- Associate Editor, *Journal of Promotion Management*, 2016-present.
- Member, Editorial Board:
 - Journal of Interactive Advertising*, 2015-present
 - Mass Communication & Society*, 2010-present
 - Journal of Promotion Management*, 2012-2016.
- Reviewer for other refereed journals
 - *Journal of Communication*
 - *Journal of Media Psychology*
 - *Journal of Consumer Behavior*
 - *Communication Research*

- *Journalism & Mass Communication Quarterly*
- *Journal of Health Communication*
- *Corporate Communications: An International Journal*
- *Management Research Review*
- *International Journal of Communication*
- *Computers in Human Behavior*
- *Asian Journal of Communication*
- *Policy Studies Journal*
- *Social Behavior and Personality*
- *Journal of Targeting, Measurement and Analysis for Marketing*
- *The Social Science Journal*
- *Society & Natural Resources*

- Invited Presenter: Public Higher Education Legislative Advocacy Professionals (PHELAP) Annual Conference, University Park, PA, July, 2016.
- Reviewer, American Academy of Advertising Research Fellowship Competition, 2009.
- Invited Presenter: Penn State Directors Academy, Professional Personnel Development Center, March, 2008.
- Grant Proposal Reviewer
 - American Academy of Advertising, 2009-present.
 - Arthur W. Page Center for Integrity in Public Communication, 2005-present.
 - Israel Science Foundation (ISF), 2011
 - Empower Mediamarketing Research Grant, 2009-2011.
- Invited Presenter: USDA Communications Workshop, State College, PA, April 2004.

PROFESSIONAL EXPERIENCE

Media Planner, 2000, *United Landmark Associates*, Tampa, FL

Marketing Manager, 1996-1999, *WCI Communities Inc.*, Sun City Center, FL

Marketing Director, 1995-1996, *Bernie Little Distributors, Inc. (Anheuser-Busch)*, Eaton Park, FL

Advertising/PR Intern, 1995, *Detroit Tigers Baseball Club*, Lakeland, FL

OTHER EXPERIENCE

Production Assistant/Proofreader, 2001-2003, *Journalism & Mass Communication Quarterly*, Columbia, SC

Editor/Researcher, 2001-2002, *IFRA Trend Report*, Columbia, SC

Communications Assistant, 2001-2002, *Center for Water Research and Policy, University of South Carolina*, Columbia, SC

GRANTS

PSU Undergraduate Research Initiative (Presidents Fund for Research):

Spring 2013, Britani Luckman
Fall 2008, Leslie Finlay
Fall 2005, Kathryn Sienkiewicz
Spring 2005, Stephanie Reese

HONORS & AWARDS

2012-2013 College of Communications Deans' Excellence Award for Service.

2009 Panhellenic Faculty Appreciation Award, Penn State University.

Ecquid Novi Second Runner-Up in Journalism, International Communication Division, Association for Education in Journalism and Mass Communication Annual Conference, San Antonio, TX, August 2005.

Bryce W. Rucker Excellence in Student Research Award, School of Journalism & Mass Communications, University of South Carolina, April 2004.

Kappa Tau Alpha National Honor Society in Journalism and Mass Communications, Inducted 2004.

Top Student Paper, Open Division, Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Little Rock, AR, March 2003.

SERVICE

Penn State University

University

- Faculty Governance Chair, 2013-present.
- University Marshal, 2010-present.
- Representative, Graduate Council, 2012-2013.
- Member, Graduate Council Committee on Programs and Courses, 2012-2013.
- Member, Graduate Council Subcommittee on New and Revised Programs and Courses, Fall 2007-present. [Alternate Chair]
- Member, Graduate Council Academic Standards Committee, Spring 2012.
- Application Reviewer, Schreyer Honors College, 2010-2016.
- Alternate, Graduate Council Representative for the College of Communications, Fall 2008-Spring 2012.
- Member, *Daily Collegian* Board of Directors, 2005-2007. (Treasurer, 2006-2007).
- Judge
 - 2008 Undergraduate Exhibition, Penn State University, April 2008.
 - 2005 Graduate Exhibition, Penn State University, March 2005.
 - 2004 Graduate Exhibition, Penn State University, March 2004.

College

- Lead Faculty, PSU World Campus Strategic Communications major, 2014-present.

- Member, Dean's Advisory Committee, 2014-present.
- Member, Associate Dean Search Committee, 2015-2016.
- Coordinator, Ben Bronstein Lecture in Ethics and Public Relations, 2015.
- Co-Chair, United Way Steering Committee, 2006-present; Member, 2004-present.
 - College of Communications Award 2006: Highest Participation and Most Improved
- Designated IUG Advisor, 2010-present.
- Member, Student Learning Assessment Committee (Advertising), Fall 2012-present.
- Member, Student Learning Assessment Committee (Strategic Communications), Spring 2016-present.
- Faculty Convener, 2012-present.
- Committee Membership
 - Departments Promotion & Tenure Committee, Chair, 2012-2013; Member, 2010-2011, 2012-2014.
 - Alternate, Departments Promotion & Tenure Committee, 2009-2010.
 - Academic Integrity Committee, 2004-present; chair 2009-present.
 - Graduate Committee, 2005-2007.
 - E-portfolio R&D Committee [ad hoc], Spring 2006.
 - Scholarship Committee, 2003-2005.
- College Representative
 - The State of Graduate Education in Journalism & Mass Communications (Research Panel), AEJMC Annual Conference, Chicago, IL, August 2008.
 - AEJMC Graduate Education Summit, San Francisco, CA, August 2006.
 - Research & Professional Ethics Workshop, PSU Office of Research Protections, April 2006.
 - Penn State University Office of Outreach Focus Group, October 2004.
 - College Marketing/Recruitment Planning Team Fall 2004.

Department

- Committee Membership
 - Faculty Search Committee, 2007-2008.
 - Faculty Search Committee of the Whole, 2003-2007.
 - ADV/PR Graduate Curriculum Development & Design Committee, 2004.
- Department Representative, PSU "Spend a Summer Day" Program, 2004-2009.

University of South Carolina

College

- Member, Dean Search Committee, 2001-2002.
- Panelist, New Faculty and Graduate Teaching Assistant Workshop, 2001.
- Member, Graduate Council, 2001-2002.
- Vice President, Doctoral Student Association, 2000-2001.

Discipline/Profession

- Co-Chair of Teaching Standards, Mass Communication & Society Division, AEJMC, 2006-2010.
- Committee Membership

- Advertising Virtual Library Task Force, AEJMC Advertising Division, 2008.
- Chair, AAA Recruitment Subcommittee, 2008-present.
- Research Committee, American Academy of Advertising, 2005-present.
- Membership Committee, American Academy of Advertising, 2005-present.

Conference Participation

- Coordinator and Moderator, Promising Professors & Distinguished Educator Award Ceremony and Teaching Workshop; Mass Communication and Society Division; AEJMC Annual Conference, 2007-2010.
- Research Chair & Co-Chair of Programming; Mass Communication & Society Division; AEJMC Mid-Winter Conference, Bowling Green, OH; February 2006.
- Discussant
 - AEJMC Mass Communication and Society Division: 2007, 2008, 2010.
 - AEJMC Advertising Division: 2008, 2010, 2012-present.
- Paper Reviewer
 - American Academy of Advertising Annual Conference, 2006-2011.
 - AEJMC Annual Conference
 - Advertising Division 2004-present; Outstanding Graduate Student Paper Competition 2005-2009.
 - Mass Communication and Society Division 2006-present.
 - Graduate Education Interest Group 2006-2008.
 - Media Management and Economics Division 2005.
 - Communication Theory and Methodology, 2013.
 - AEJMC Mid-Winter Conference, 2006-2010: Mass Communication and Society Division; Graduate Education Interest Group.
 - International Communication Association (ICA) Annual Conference.
 - Political Communication Division 2006-2010.
 - Public Relations Division 2005-2009.
- Moderator, Open Division, AEJMC Southeast Colloquium, Columbia, SC, March 2001.
- Member, Professional Advisory Board, Webber College, Babson Park, FL, 1996.

MEMBERSHIP

American Academy of Advertising (AAA).

Association for Education in Journalism and Mass Communication (AEJMC).

- Advertising Division
- Mass Communication and Society Division

International Communication Association (ICA).

- Mass Communication Division
- Political Communication Division
- Public Relations Division

Kappa Tau Alpha National Honor Society in Journalism and Mass Communications.