

Heather Shoenberger

Associate Professor of Advertising
Donald P. Bellisario College of Communications
The Pennsylvania State University
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EDUCATION

2014 **Ph.D. in Journalism**

University of Missouri, School of Journalism, Columbia, MO

2006 **Juris Doctorate**

University of Missouri, School of Law, Columbia, MO

2006 **Master of Arts in Journalism**

University of Missouri, School of Journalism, Columbia, MO

2002 **Bachelor of Arts**

- Drury University, Springfield, MO
- Focus: Psychology (major), Creative Writing (major) and Global Studies (minor)

Academic Appointments

Associate Professor with Tenure, Pennsylvania State University, 2023

Assistant Professor, Pennsylvania State University, 2018 to 2023

Assistant Professor, University of Oregon, 2014-2017

PUBLISHED PAPERS

[P32] Shoenberger, H., Zhang, B., Peng, R. and Shen, F. (2025).

Inclusion in action: how brand commitment impacts perception of transgender-inclusive activist ads. *International Journal of Advertising*, 1-19.

[P31] Sun, Y., Freeman, J., Shoenberger, H. and Shen, F. (2025).

To Tell or Not to Tell: Investigating the Persuasive Appeal of Information Transparency for AR-Powered E-Commerce Sites. *International Journal of Human-Computer Interaction*, 1-19.

- [P30] Shen, F., **Shoenberger, H.**, Zhang, B. and Tan, R (2025). Effects of state-sponsored posts on perceived credibility and persuasion. *Journal of Information Technology & Politics* 1-,12.
- [P29] Kim, E., **Shoenberger, H.**, Kim, D., Thorson, E. & Zihang, E. (2025] Novelty vs. trust in virtual influencers: exploring the effectiveness of human-like virtual influencers and anime-like virtual influencers. *International Journal of Advertising*.
- [P29] Zhang, B., & **Shoenberger, H.** (2024). Navigating political disagreement on social media: How affective responses and belonging influence unfollowing and unfriending. *Media and Communication*, 12.
- [P27] Kim, E., Thorson, E., Duffy, M. and **Shoenberger, H.** (2024). Softening the blow: The power of rhetorical frames used by social media influencers with sponsorship disclosures. *Journal of Interactive Advertising*.
- [P26] Kim, E., Kwon, E., **Shoenberger, H.** and Stafford, M. (2023). Mollifying green skepticism: Effective strategies for inspiring green participation in the hospitality industry. *Frontiers in Psychology*.
- [P25] Kim, E., Kim, D. and **Shoenberger, H.** (2023). The next hype in social media advertising: Examining virtual influencers' brand endorsement effectiveness. *Frontiers in Psychology*.
- [P24] Cheng, Z.*, Chen, J.*, Peng, RX., and **Shoenberger, H.** (2023). Social media influencers talk about politics: Investigating the role of source factors and PSR in Gen-Z followers' perceived information quality, receptivity and sharing intention. *Journal of Information Technology & Politics*, 1-15.
- [P23] Johnson, E. and **Shoenberger, H.** (2023). Elite athletes more authentic? Diet and exercise effects of athletes v. models in ads. *Journal of Marketing Communications*, 1-20.
- [P22] Kim, E., Muralidharan, S., **Shoenberger, H.** (2022)
Testing the Extent of the “Immersive Experience: The Role of Ad Relevance, Ad Vividness, and Ad Message Explicitness in Narrative Advertising. *Media Business Culture* 2 (13), 9-26.
- [P21] Tan, R.*, **Shoenberger, H.**, Cong, W.*, and Mahdavi, M. (2022).
Understanding the structural components behind the psychological effects of the autonomous sensory meridian response (ASMR) with machine learning and experimental methods. *Journal of Media Psychology*.

- [P20] Kim, E., **Shoenberger, H.**, Kwon, E., and Ratneshwar, S. (2022). A narrative approach for overcoming the message credibility problem in green advertising. *Journal of Business Research*, 147, 449-461.
- [P19] **Shoenberger, H.** and Kim, E. (2022). Explaining purchase intent via expressed reasons to follow an influencer, perceived homophily, and perceived authenticity. *International Journal of Advertising*, 1-16.
- [P18] Conlin, J.*, Baker, M., Zhang, B.*, **Shoenberger, H.**, & Shen, F. (2022). Facing the Strain: The Persuasive Effects of Conversion Messages on COVID-19 Vaccination Attitudes and Behavioral Intentions. *Health Communication*, 1-11.
- [P17] Wei, L*., Yang, G*., **Shoenberger, H.** and Shen, F. (2021). Interacting with Social Media Ads: Effects of Carousel Advertising and Message Type on Health Outcomes. *Journal of Interactive Advertising*.
- [P16] Kim, E., **Shoenberger, H.** and Sun, Y.* (2021). Sponsored Instagram Posts and the Role of Materialism, Hedonic Enjoyment, Perceived Trust, and Need to Belong. *Social Media + Society*.
- [P15] **Shoenberger, H.**, Kim, E. and Sun, Y.* (2021). Advertising During Covid-19: Exploring Perceived Brand Message Authenticity and Potential Psychological Reactance. *Journal of Advertising*.
- [P14] Zhang, B*., and **Shoenberger, H.** (2021). How Does Facebook Use for Politics Motivate Unfriending and Muting? The Role of Joy on Opinion Self-disclosure After Unfriending. *Journal of Social Media and Society*.
- [P13] **Shoenberger, H.** and Kim, E. and Johnson, E. (2020). Role of Perceived Authenticity of Digital Modification of Model Images on Brand Attitudes, Social Media Engagement. *Journal of Interactive Advertising*. [10.1080/15252019.2020.1840459](https://doi.org/10.1080/15252019.2020.1840459)
- [P12] Johnson, E., Rothermich, K. and **Shoenberger, H.** (2020) I'll have what she's having: Parasocial communication via social media influences on risk behavior. *Journal of Social Media and Society*.
- [P11] **Shoenberger, H.**, Kim, E. & Johnson, E. (2019) "#BeingReal?: Exploring Effects of Perceived Authenticity Of Instagram Models on Aad, Buying Intentions." *Journal of Advertising Research*.
- [P10] **Shoenberger, H.** & Kim, E. (2018) "Product Placement as Leveraged Marketing Communications: The Role of Wishful Identification, Brand Trust, and Brand Buying Behaviors." *International Journal of Advertising*.
Doi: [10.1080/02650487.2017.1391678](https://doi.org/10.1080/02650487.2017.1391678)

- [P9] Keene, J., **Shoenberger, H.**, Berke, C. & Bolls, P. (2017) Survival Politics! A test of the relationship between biologically rooted motivational processes, political ideology and preferences for accessing news. *Politics and the Life Sciences*.
- [P8] **Shoenberger, H.** & Rodgers, S. (2017). "Perceived Health Reporting Knowledge and News Gathering Practices of Health Journalists and Editors at Community Newspapers," *Journal of Health Communication*. doi:10.1080/10810730.2016.1266715.
- [P7] McNealy, J. & **Shoenberger, H.** (2016). "Reexamining Privacy-Promising Technologies," *Tulane Journal of Technology & Intellectual Property*, 19.
- [P6] Johnson, E., Len-Rios, M., **Shoenberger, H.**, & Han, K. (2016). A fatal attraction: The effect of TV viewing on smoking initiation in young women. *Communication Research*.
- [P5] Sukalla, F., **Shoenberger, H.**, & Bolls, P. (2015). Surprise! An Investigation of Orienting Responses to Test Assumptions of Narrative Processing. *Communication Research*.
- [P4] Thorson, E., **Shoenberger, H.**, Karaliova, T., Kim, E., & Fidler, R. (2015). News Use of Mobile Media: A Contingency Model. *Mobile Media and Communication*. * Lead article.
- [P3] Ferrucci, P., **Shoenberger, H.**, & Schauster, E.. (2014). It's a Mad, Mad, Mad Ad World: A feminist critique of Mad Men. *Women's Studies International Forum*.
- [P2] **Shoenberger, H.**, & Tandoc, E. (2014). Updated Statuses: Understanding Facebook Use Through Explicit and Implicit Measures of Attitudes and Motivations. *Online Journal of Communication and Media Technologies*.
- [P1] Sableman, M., **Shoenberger, H.**, Thorson, E. (2013). Consumer Attitudes Toward Relevant Online Behavioral Advertising: Crucial Evidence in the Data Privacy Debates. *Media Law Resource Center Bulletin*.

"*"denotes graduate student author

INVITED BOOK CHAPTERS

- [B1] Shoenberger, H. (2016) "Behavioral Advertising and the Ethics of Privacy."
In: Persuasion Ethics. Duffy, M. & Thorson, E. (eds). Routledge, NYC.
- [B2] Shoenberger, H. (2017) "Targeted Digital Advertising and Privacy."
In: Digital Advertising and Theory. Rodgers, S. & Thorson, E. (eds). Routledge, NYC.
- [B3] Shoenberger, H. (2026) "Targeted Digital Advertising and Privacy."

In: Digital Advertising and Theory. Rodgers, S. & Thorson, E. (eds). Routledge, NYC.

[B4] Taylor, R., Kim, A and Shoenberger, H. (2026) “Targeted Digital Advertising and Privacy.”

In: Digital Advertising and Theory. Rodgers, S. & Thorson, E. (eds). Routledge, NYC.

[REFEREED CONFERENCE PAPERS

- [C1]** Tandoc, E. & Shoenberger, H. (2011). *The world cares: What fantasy themes appear on Facebook status updates?* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.
- [C2]** Tandoc, E. & Shoenberger, H. (2011). *Freedom of the press and the pursuit of happiness.* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.
- [C3]** Bolls, P., Shoenberger, H., Schillinger, D., Almond, A. (2011). *The relationship between motivation activation and social media.* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.
- [C4]** Shoenberger, H., Sableman, M. & Thorson, E. (2012). *Invasive or Helpful?: Consumer Perceptions of Behavioral Targeting.* Presented at the American Academy of Advertising pre-conference. Myrtle Beach.
- [C5]** Ferrucci, P., Shoenberger, H., Schauster, E. (2012). *It's a Mad, Mad Ad World: A Feminist Critique of Mad Men.* Paper presented at the International Communication Association conference. Phoenix.
- [C6]** Shoenberger, H. & Tandoc, E. (2012). *Status Update: Understanding Facebook Use Through Explicit and Implicit Measures of Attitudes and Motivations.* Paper presented at the International Communication Association conference. Phoenix.
- [C7]** Shoenberger, H., Tandoc, E. (2012). *Attention Please: Why Facebook Use is not Enough to Make People Buy from Facebook Ads.* Paper presented at the Association for Education in Journalism and Mass Communication conference. Chicago.
- [C8]** Tandoc, E. & Shoenberger, H. (2012). *What's on Your Mind? What Facebook Users Disclose in their Status Updates and Why.* Paper presented at the Association for Education in Journalism and Mass Communication conference. Chicago.
- [C9]** Shoenberger, H., Sableman, M. & Thorson, E. (2013). *Ads Made For Me?: Consumer Attitudes Toward Relevant Online Behavioral Advertising.* Presented at the American Academy of Advertising conference. Albuquerque.
- [C10]** Bolls, P., Shoenberger, H., & Almond, A. (2013). *Biological-based Motivational Differences in Perceptions of Assessing News with Mobile Devices and Social*

Engagement with Online News. Presented at the International Communication Association conference. London, England.

- [C11]** Sukalla, F. & Shoenberger, H. (2013). *Orienting Responses to Expectation Violations in Narrative Processing.* Presented at the 2013 ICA pre-conference. Communication Science: Evolution, Biology and Brains in London, England.
- [C12]** Kim, E., Thorson, E., Duffy, M. & Shoenberger, H. (2013). *Three Patterns of News Use In College Students.* Presented at the Association for Education in Journalism and Mass Communication conference. Washington D.C.
- [C13]** Shoenberger, H. & Sukalla, F. (2013). *Trust, Happiness and the Watch-Dog: Social Trust in the Context of a Free Press.* Presented at the Association for Education in Journalism and Mass Communication conference. Washington D.C.
- [C14]** Shoenberger, H. & Thorson, E. (2014). *Prediction of Perceived Online Shopping Benefits and Risks for Trust and Knowledge of Targeting.* Presented at the American Academy of Advertising Annual Conference in Atlanta, Ga.
- [C15]** Sukalla, F., Shoenberger, H., & Bolls, P. (2014). *Violating Viewers' Expectations During Narrative Processing.* Presented at the International Communication Association's Annual Conference. Seattle, Washington.
- [C16]** Thorson, E., Eunjin, E., Kwon, E., & Shoenberger, H. (2014). *Development of an Other Minds Confidence Scale for Advertising.* Presented at the Association for Education in Journalism and Mass Communication conference. Montreal, Canada.
- [C17]** Shoenberger, H. & Rodgers, S. (2014). *Journalist's Perceived Knowledge and Use of Heuristics in Selecting Sources and Story Ideas for Health News Reporting.* Presented at the Association for Education in Journalism and Mass Communication conference. Montreal, Canada.
- [C18]** Johnson, E., Hong, S., Shoenberger, H. (2015). *Viral information: How distortion about Ebola can impact processing and beliefs on Twitter.* Presented at the International Communication Association Annual Conference. Puerto Rico.
- [C19]** Hong, S., Johnson, E., Shoenberger, H. & Clayton, R. (2015). *Beyond Ferguson: Implicit impacts of source characteristics on crisis attribution.* Presented at the International Communication Association Annual Conference. Puerto Rico.
- [C20]** Shoenberger, H., Sukalla, F., & Johnson, E (2015). *Let's Give Them Something To Talk About: Predicting Social Media Engagement, Peer Engagement From Favorite TV Character Perceived Personality Attributes.* Presented at the International Communication Association Annual Conference. Puerto Rico.

Rico.

- [C21] Shoenberger, H., Johnson, E (2015). Somewhere I Belong: An Exploration of Favorite Character Attributes and Their Predictions of Consumer Behavior. Presented at the American Academy of Advertising Annual Global Conference. New Zealand.
- [C22] Shoenberger, H., Leshner, G., Thorson, E. (2016). Through the Truth Goggles: An Experimental Investigation of Perceived Credibility and Quality With The Use of A Fact-Checking Prototype. Presented at the International Communication Association Annual Conference. Fukuoka, Japan.
- [C23] Shoenberger, H. (2016). Memories from a Binger: An Experimental Investigation of Viewing Experience and the Impact on Product Placement Recall. Presented at the International Communication Association Annual Conference. Fukuoka, Japan.
- [C24] McNealy, J. & Shoenberger, H. (2016). The platform decides the posting: Information sharing stratification on social media. Presented at TPRC. Washington, DC.
- [C25] Shoenberger, H. & Kim, E. (2017). How Branded Entertainment Can Work for Advertisers: The Role of Wishful Identification and Fictional Character Traits on Buying Behaviors. To be presented at the American Marketing Association Winter Conference, Orlando, FL.
- [C26] Shoenberger, H. & Dahmen, N. (2017). The Role of Perceived Authenticity of a Model's Image in Social Media Ad Campaign on Body Image, Social Media Engagement. To be presented at the American Academy of Advertising Annual Conference, Boston, MA.
- [C27] Shoenberger, H., Kim, E., Johnson, E., Dahmen, N. (2017). #Authenticity In Ads: Exploring Effects of Perceived Authenticity, Model Size, and Social Cues on Body Image State, Social Media Engagement. Presented at the International Communication Association Annual Conference, San Diego.
- [C28] Davis, D., Shoenberger, H., & Pope, W. (2017). If a Tree Falls in a Forest: Experimental Investigation of Level of Immersion in a PSA and Resulting Pro-Social Behavior. Presented at the International Communication Association Annual Conference, San Diego.
- [C29] Shoenberger, H., Kim, E, Johnson (2018). #BeingReal?: Exploring Effects of Perceived Authenticity Of Instagram Models on Aad, Buying Intentions. To be presented at the American Academy of Advertising, NYC.
- [C30] Kim, E., Muralidharan, S., Shoenberger, H. (2018). Not All Narratives Are Equally Effective: Exploring Factors Affecting Variations in Persuasion across

Narrative Ads. To be presented at the International Communication Association Annual Conference, Prague, Czech Republic.

- [C31] Shoenberger, H., Skowron, E., Thorson, E. (2018). Reaching Parents At Risk For Child Maltreatment: An Interdisciplinary Experimental Investigation of PSA Type and Level of Self-Regulation. To be presented at the International Communication Association Annual Conference, Prague, Czech Republic.
- [C32] Shoenberger, H., Kim, E, Johnson (2018). #BeautyBeyondSize: The effect of plus-sized Instagram models on body image and engagement. To be presented at the International Communication Association Annual Conference, Prague, Czech Republic.
- [C33] Shoenberger, H. and Kim, E. (2018). Exploring Effects of Perceived Authenticity of Instagram Models on Aad and Buying Intentions. Paper to be presented at Association for Consumer Research, Dallas, TX.
- [C34] Kim, E., Muralidharan, S., Shoenberger, H. (2019). Under What Circumstances Are Narrative Ads Most Effective? Presented at the American Academy of Advertising Annual Conference, Dallas, TX.
- [C35] Johnson, E. and Shoenberger, H. (2019). Do you even lift bro? Health effects of athletic imagebased ads for a fitness app, Paper to be presented at the International Communication Association Annual Conference, Washington, D.C.
- [C36] Shoenberger, H, Sukalla, F., Tan, R. (2019). Predicting Parasocial Relationships, Binge Watching and Social Media Engagement from Favorite TV Character Perceived Personality Attributes. Presented at the annual AEJMC conference in Toronto, Canada.
- [C37] Shoenberger, H. and Johnson, E. (2020). Elite Athletes More Authentic?: Diet and Exercise Effects of Athletes vs. Models in Ads., Paper to be presented at the International Communication Association Annual Conference, Gold Coast, Australia.
- [C38] Kim E. and Shoenberger, H. (2020). #Sponsored! Why Sponsored Instagram Stories Still Work? the Role of Materialism, Vicarious Enjoyment, and Perceived Influencer Trust, Paper to be presented at the International Communication Association Annual Conference, Gold Coast, Australia.
- [C39] Tan, R. and Shoenberger, H. (2020). Asmr: Harnessing the Pleasurable Psychophysiological Potential of Sound , Paper to be presented at the International Communication Association Annual Conference, Gold Coast, Australia.* **top student-led paper panel at Infosys**
- [C40] Shoenberger, H. and Kim, E. (2020). Just Like Me?: Explaining Purchase Intent

via Expressed Reasons to Follow an Influencer, Perceived Homophily and Perceived Authenticity. Paper presented at the International Communication Association Annual Conference, Gold Coast, Australia.

- [C41] Wei, L., Yang, G., Shoenberger, H. and Shen, F. (2020). Carousel Advertising for Public Health: Effects of Narrative and Involvement. Paper to be presented at the AEJMC annual conference in San Francisco. ***2nd place top paper award in the advertising division**
- [C42] E., Z,* Zhang, Z.*, Tan, R., Reed, O. and Shoenberger, H. (2020) Influencer Engagement With Chinese Audiences: The Role of Language. Paper to be presented at the AEJMC annual conference in San Francisco. *** undergraduates**
- [C43] Zhang, B. And Shoenberger, H. (2020) Muting Opposing Political Opinions on Facebook: The Mediating Role of Emotions on Facebook Muting Behaviors. Paper to be presented at the AEJMC annual conference in San Francisco.
- [C44] Shoenberger, H., Kim, E., and Sun, Y. (2021). COVID-19 Advertising and the Boomerang Effect. Paper to be presented at the ICA annual conference (Virtual due to Covid-19)
- [C45] Cheng, Z., Chen, J., Peng, R., and Shoenberger, H.(2021). Social Media Influencers Talk About Politics: Gen-Z followers' Perceived Information Quality, Receptivity and Sharing Intention. Paper to be presented at the ICA annual conference (Virtual due to Covid-19)
- [C46] Sun, Y., J., Freeman, J., Shoenberger, H. and Shen, F. (2021). To Tell or Not to Tell: Effects of AI-powered Virtual Try-on Feature and Transparency on Brand Attitudes and Purchase Intentions. Paper to be presented at the AEJMC annual conference (Virtual due to Covid-19)
- [C47] Conlin, J., Baker, M., Zhang, B., Shoenberger, H. and Shen, F. (2021). Facing the Strain: The Persuasive Effects of Conversion Messages on COVID-19 Vaccination Attitudes and Behavioral Intentions Paper to be presented at the AEJMC annual conference (Virtual due to Covid-19) ***2nd place top paper award in the advertising division**
- [C48] Kim, A., Duffy, M., Thorson, E. and Shoenberger, H. (2022) Making it Personal: Social Media Influencer Rhetorical Strategies. To be presented at the American Academy of Advertising Annual Conference.
- [C49] Shoenberger, H., Shen, F. and Zhang, B. (2022) Brand Love and Authenticity in the Era of Activist Advertising. To be presented at the ICA annual conference in Paris, France.

- [C50] Sukalla, F. and Shoenberger, H. (2022) It's different for everyone – The effect of qualifying individual experiences of mental illness on perceived authenticity and stigmatization. To be presented at the ICA annual conference in Paris, France.
- [C51] Sun, Y., Kim, E., Shoenberger, H. and Lee, J. (2022) Trying To Be More Human: Effects of Perceived Anthropomorphism and Personalization Type of Voice Agents on Advertising. To be presented at the ICA annual conference in Paris, France.
- [C52] Kim, E, Shoenberger, H., Thorson, E., Kim, D. and E, Z. (2022) Trust in the Novel?: Exploration of the Effectiveness of Virtual Influencers. To be presented at the AEJMC annual conference in Detroit, Michigan.
- [C53] Shoenberger, H. and McNealy, J (2023) Gaming the Algorithm. To be presented at the ICA annual conference in Toronto, Canada.
- [C54] Kim, D, Kim, E, E, Z., and Shoenberger, H. (2023) Human-like vs Animated: As Virtual influencers proliferate which leads to effectiveness. To be presented at the AAA annual conference in Denver, Colorado.
- [C55] Kim, D, Kim, Shoenberger, H., Zhang, A., Kar, A. Hedera, M (2024) Virtual influencers, emojis and the new age of brand persuasion. To be presented at the ICA annual conference in Gold Coast, Australia.
- [C56] McNealy, J. and Shoenberger, H. (2024) Gaming the Algorithm II: Race and Surveillance in Tik Tok user anti-algorithmic behavior. To be presented at the ICA annual conference in Gold Coast, Australia.
- [C57] Shoenberger, H. and Kim, E. (2024) "RUN! Will Sell Out": Examination of social media influencers use of scarcity tactics. To be presented at the ICA annual conference in Gold Coast, Australia.
- [C58] Shoenberger, H., Zhang, B., Peng, R., and Shen, F. (2024) Brand Value Statements' Impact Consumer Perceptions of Activist Advertising. To be presented at the AEJMC annual conference in Philadelphia.
- [C59] Peng, R., Shoenberger, H., Freeman, F., and Shen, F. (2024) Co-branding and the Colonel: Investigating the Antecedents of Co-branding Success for Branded Virtual Influencers. To be presented at the AEJMC annual conference in Philadelphia.

GOVERNMENT PRESENTATIONS

- [G1]** Shoenberger, H., & McNealy, J. (2016). Offline v. Online: Re-examining the Reasonable Consumer Standard in the Digital Context. Presented at the Federal Trade Commission's Privacycon. Washington, D.C.

INVITED PANELS

- [IP. 1]** Data Collection in a Digital Age: Opportunities, Challenges, and Avoiding the Weird (2015). American Academy of Advertising Annual Global Conference. Panelist. New Zealand.
- [IP. 2]** Discussion leader for paper workshop session. 9th Annual Privacy Law Scholars Conference, Washington D.C. (*invite only conference).
- [IP. 3]** Artificial Intelligence and Ethics: Where Do We Go From Here?. AEJMC 2024 Annual Conference.

PUBLIC WEBINAR

- [PW]** Generative AI in Action: Practical Skills For Real World Applications. February 2025. Three, 1 hour live courses designed to introduce members of the Penn State Alumni Association to generative ai.

RESEARCH CALL LEADER

Page Center Grant Call: Co-Leader (w/ Fuyuan Shen): Ethics of Generative AI in Public Communication

GRANTS

- [G1]** Does 360 Video Impact Audience Behavior? A Study of Virtual Reality in Communication Strategy? \$10,000 Agora Journalism Center (2016) with: Donna Davis and Wes Pope
- [G2]** Reaching Parents at Risk for Child Maltreatment: An Interdisciplinary Experimental Investigation of PSA Type and Level of Self-Regulation. \$5,000 Dean's Research Grant (2017) with: Elizabeth Skowron
- [G3]** The Bell Has Been Rung: Short- and Long-term Effects of Social Media-Based Political Ads. \$4,000 Vision 2020 Research Grant (2020) with: Fuyuan Shen
- [G4]** Research on Female Candidates; undergrad toward research skills in COMM 304 and COMM 420; Help female candidates represent themselves. \$4,000 Vision

2020 Research Grant (2020) with: Jessica Myrick and Stephanie Madden.

SERVICE- U of O SCHOOL OF JOURNALISM AND COMMUNICATION

Dissertation Award Committee 2015

Evaluated nominees for the annual dissertation award within the school.

Shirley Pape Chair Search Committee 2015-2016

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

Technology Committee Member 2015-2018

Committee works to streamline technology purchase and use.

Advertising Faculty Search Committee 2016-2017

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

Social Media and Data Analytics Faculty Search Committee, 2017 – 2018

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

SOJC Research Series 2017-2018

Organize research talks within the faculty.

Experiences Hub Committee 2016-2018

Committee appointed by the Dean to envision and help design an innovative learning space in the SOJC.

* Sub Committee for technology – advise on practical technology concerns and data/social media technology requirements

Insights and Analytics Lab Director 2015-2018

Developing a lab for research and instruction on analytics and media effects at the School of Journalism and Communication at the University of Oregon

SERVICE- BELLISARIO COLLEGE OF COMMUNICATIONS

Department P&T Committee

Mary Meder Scholarship Competition Committee – Fall 2023- present

Advertising Search Committee – Fall 2023

Advertising Search Committee – Fall 2022

Graduate Student Admissions Committee – 2022 - present

Research Mentor for New Faculty as part of New Faculty Mentorship Program– 2021- present

From Vision to Impact: Empowering Through Digital Innovation committee 2020

Committee appointed to envision and help design an innovative idea for the new media center.

Master of Strategic Communication admissions committee 2019-2023

Freelance Committee 2019

Committee headed by Dr. Anne Hoag and designed to understand changing industry trends to prepare students for the evolving career landscape.

SERVICE – Penn State University

GFNEC Committee (ad hoc committee) – Fall 2022-present

AI Faculty Upskilling Task Force – July 2025- present

SERVICE- ASSOCIATE EDITOR

International Journal of Advertising 2025- present

SERVICE- EDITORIAL REVIEW BOARDS

Journal of Interactive Advertising – 2019-present

International Journal of Advertising – 2019 – present

Journal of Current Issues and Research in Advertising – 2020 – present

Journal of Advertising – 2022-present

Journal of Advertising Research – 2023 - present

SERVICE- AD HOC JOURNAL REVIEWER

Communication Research 2017-present

Journal of Happiness 2015

Mass Communication and Society 2019-present

Journal of Media Ethics 2020- present

Journal of Promotion Management 2020-present

Journal of Marketing Communications 2022

SERVICE – CONFERENCE MANUSCRIPT REVIEWS

American Academy of Advertising – 2016 - present

International Communication Association

Information Systems – 2012- present

Mass Communication – 2013-present

Law and Policy – 2015-present

AOIR Annual Conference 2015

Association for Education in Journalism and Mass Communication

SERVICE - ASSOCIATION COMMITTEES

Ad-hoc committee to organize pre-conference for Advertising Education – AEJMC 2018

Communications committee member – American Academy of Advertising – 2019-2021

Research Committee – American Academy of Advertising – 2022-present

Graduate Award Committee- Advertising Division – AEJMC- 2022

DOCTORAL DISSERTATION COMMITTEES

Matthew Pittman – Methods Member – June 2017 defended (U of Oregon)

David Morris – Methods Member – June 2018 defended (U of Oregon)

Olivia Reed – Member – May 2023 defended (Penn State)

Rachel Peng- Member – 2023 defended (Penn State)

Maranda Bernt – Member – 2024 defended (Penn State)

Temi Adeeko – Member – TBD (Penn State)

Loredonna Fiore – Member – TBD (Penn State)

Kei Hou – Member – TBD

Hana Park – Member – TBD (Drexel)

MASTERS THESIS COMMITTEES

Yan “Ashley” Li – Member – June 2017 defended (U of Oregon)

Spencer Bennett – Member – June 2018 defended (U of Oregon)

Ahmad Mulayousef – Chair – June 2018 defended (U of Oregon)

Olivia Reed- Member – May 2020 defended (Penn State)

Rehab Alayoubi – Member – defended May 2025 (Penn State)

CLARK HONORS COLLEGE THESIS COMMITTEES

Jesse Summers – reader – 2015
Josh Adams – reader – 2015
Celine Johnson – reader – 2016

SOJC HONORS THESIS COMMITTEES

Andrew Pence – chair – 2017

SCHREYER HONORS COLLEGE THESIS COMMITTEES

Colleen McBride – chair – 2019
Anthony Colucci – co-chair – 2020
Zihang “Sky” E – chair – 2020
Ziyuan “Maggie” Zhang – chair 2020
Sarah Huffman – chair 2021
Zoe Boerman – chair 2023
Krista Chen – chair 2024

SERVICE TO COMMUNITY AT LARGE

Middle College program mentor – 2015-2018
Mentor three middle school students with bi-monthly meetings about grades and life goals
Junior League of Eugene – 2014-2018
Volunteer to work on community issues
Invited guest speaker to talk with students at the Looking Glass about the dangers of sex trafficking in the Eugene area

OCC Montessori Board Member – 2023-2024

LEADERSHIP TRAINING

LEAADS Changing the Future Leadership Program – Fall 2023-Spring 2024
Leadership training experience led by Next Level Leadership. Program involved monthly large group training and monthly small group meetings. Program culminates with a leadership stance and story.

Penn State Emerging Academic Leaders ([PSEAL](#))- Fall 2024

Penn State Faculty Affairs [Resident](#): Spring 2026

TEACHING EXPERIENCE

Penn State

- Fall 2018 **Ad Media Planning**
(undergraduate ~25 students)
- Fall 2018 **Ad/PR Research Methods**
(undergraduate ~25 students)
- Spring 2019 **Digital Advertising**
(undergraduate ~100 students)
- Summer 2019 **Research and Analytics**
(undergraduate ~20 students)
- Fall 2019 **Ad/PR Research Methods**
(undergraduate ~25 students)
- Fall 2019 **Digital Advertising**
(undergraduate ~100 students)
- Fall 2019 **First Year Seminar**
(undergraduate ~15 students)
- Spring 2020 **Ad/PR research methods**
(undergraduate ~25 students)
- Spring 2020 **Digital Advertising**
(undergraduate ~100 students)
- Fall 2020 **Digital Advertising**
(undergraduate ~100 students)
- Fall 2020 **Ad/PR research methods**
(undergraduate ~25 students)
- Spring 2021 Maternity Leave
- Fall 2021 **Digital Advertising**
(Undergraduate – 2 sections; ~50 students each section)
- Spring 2022 **Digital Advertising**
(Undergraduate – 2 sections; ~50 students each section)

Summer 2022 **Strategic Communications Law** – World Campus
(~15 students)

University of Oregon

Strategic Communication Research Methods
Ad Media Planning
Advanced Analytics*

Course I designed with partnerships with ComScore and Alteryx
Brand Insights (formerly: Advanced Analytics)

University of Missouri

Strategic Communication Research
Interactive Advertising

AWARDS AND SCHOLARSHIPS

- 2025 **The Arthur W. Page Center Research Fellow**
- 2024 **American Academy of Advertising Research Fellowship Competition**
Award of \$2,200 to complete a study co-authored with a recent graduate of Penn State's doctoral program.
- 2022 **Dean's Excellence Award**
Excellence in Research
- 2019 **Kopenhaver Center Fellow**
Kopenhaver Center for the Advancement of Women
- 2013 **American Academy of Advertising Dissertation Proposal Award**
Award of \$2,000 to complete dissertation research. *Journal of Advertising* reserves right of first refusal for articles published from the dissertation.
- 2013 **Synor Creative Advertising Scholarship**
- 2006 **Kappa Tau Alpha – Journalism Honor Society**

INVITED LECTURES/PRESENTATIONS

- Fall 2025 **Invited First Year Lecture**
Title: AI and Authenticity: Why Fake Can Still Feel Real

Required First Year Lecture for Incoming Communications Majors

- Fall 2025 **Invited Speaker/Discussion Facilitator**
Think-In. Annual college meeting for the Donald P. Bellisario College of Communications, Penn State
Topic: AI and Our Curriculum
- Spring 2024 **Invited Speaker, Drexel University**
Philadelphia
Topic: Authenticity in the Digital Age: From Perceived Brand Integrity to Virtual Influencers
- Fall 2023 **Invited Speaker, National Retail Federation Communicator's Conference**
NYC
Topic: Generative AI for Retail Communicators
- Fall 2023 **Invited Speaker/Discussion Facilitator**
Think-In. Annual college meeting for the Donald P. Bellisario College of Communications, Penn State
Topic: AI and Our Curriculum
- Spring 2019 **Invited Speaker, Data and Society**
Data & Society, NYC
Topic: Research methods in advertising
- Winter 2017 **Guest Lecturer, Strategic Social Media**
University of Oregon
Topic: Introduction to Big Data and Analytics
- Spring 2016 **Guest Lecturer, Media Effects**
Nanyang Technological University, Singapore
Topic: New Advertising In The United States
- Spring 2015 **Guest Lecturer, Media in America**
Nanyang Technological University, Singapore
Topic: Advertising In The United States (History, Regulation, Effects)
- Winter 2015 **Guest Lecturer, Account Planning**
University of Oregon
Topic: Legal issues in online advertising.
- Fall 2012 **Guest Lecturer, Journalism 4262, Interactive Advertising**
University of Missouri
Topic: Legal issues in advertising.

April 2012 **Co-Presenter, RJI Innovation Week**
Reynolds Journalism Institute, Missouri School of Journalism
Topic: "Brain Friendly" News Platforms

Summer 2011 **Guest Lecturer, Summer Program for High School Students**
University of Missouri
Topic: Issues involved in the First Amendment

April 2011 **Presenter, RJI Innovation Week**
Reynolds Journalism Institute, Missouri School of Journalism
Topic: Changing News Audience

SERVICE – UNIVERSITY OF MISSOURI

2011 **[Co-organizer/Reviewer]** Young Scholars Conference,
University of Missouri, Columbia, MO.

MEMBERSHIP

2012-present **[Member]** American Academy of Advertising (AAA)

2011-present **[Member]** Association for Education in Journalism & Mass
Communication (AEJMC)

2011-present **[Member]** International Communication Association (ICA)

2007-2021 **[Member]** Michigan Bar Association.

PROFESSIONAL EXPERIENCE

COMSCIENCE MINDS, Columbia, MO

January 2013-May 2014

Consultant

ComScience Minds provides training, project design, consulting and analytical services to market research professionals to assist them in integrating biometric tools and traditional research techniques.

- Worked on project design and analytical services

HCD RESEARCH, Flemington, NJ

Sept 2012-May 2014

Consultant *HCD Research provides cutting edge research for clients looking to improve advertising effectiveness.*

- Provided biometric data collection, analysis
- Client projects have included: Disney, Pfizer

BULLETIN INTELLIGENCE, Reston, VA

November 2008 – May 2014

Editor

Bulletin Intelligence delivers customized business and political intelligence to top-level corporate and government decision makers.

- Adapted editing, coverage to specific client needs.
- Successfully stabilized publication that was in danger of contract cancellation.
- Provided daily news analysis and briefing to the Republican National Convention, Office of the Comptroller of the Currency, and Department of Transportation.
- Provided social media consulting to top level management.

EXAMINER.COM

May 2009 - 2010

Social Media Examiner

Examiner writers are credible sources with expertise and passion for a certain issue. Issues can have local flair or be relevant on a national stage.

- Articles focus on social media trends in both business and personal use.
- Special attention paid to current events involving Twitter and Facebook.
- Web address: <http://www.examiner.com/x-12275-Social-Media-Examiner>

ORBITAL SCIENCES CORPORATION, Dulles, VA

July 2008 – November 2008

Marketing Consultant

Aerospace engineering firm.

- Created employee value proposition for recruiting brand.
- Helped create an online presence on social networking websites to assist with corporate branding.
- Worked on marketing materials related to recruiting employees from diverse ethnicities, backgrounds.
- Employee value proposition is currently used on college recruiting materials that appear in newspaper advertisements as well as in-house pamphlets, posters, etc.

SHOENBERGER LAW FIRM, PLLC, Howell, MI

May 2008 – November 2008

Principal

Law firm established to serve legal needs of the Detroit-Metro region.

- Represented clients in district court.
- Responsible for client development.
- Successfully negotiated settlement favorable to client.

REPORTERS COMMITTEE FOR FREEDOM OF THE PRESS, Arlington, VA

Sept 2006

–Nov 2006

Intern

A non-profit organization that has offered free legal advice to journalists since 1970.

- Wrote a feature article in *News Media and the Law*. The article focused on the British Official Secrets Act and was published in the fall of 2006.
- Conducted legal research on open records laws for trials involving minors and other various legal issues.
- Responsible for writing daily articles focusing on legal issues facing journalists around the country.

**CHILD PROTECTION CLINIC, Columbia, MO
2005**

August 2005 – December

Member

Dedicated to providing high quality pro bono services for minors while training law students to draft legal documents like 'termination of parental rights' documents and representing 'minor' clients in court.

- Drafted termination of parental rights documents as well as motions for continuing guardianship.
- Attended a court hearing under the supervision of a law professor to secure guardianship for client.

MORRIS DOWNING & SHERRED LAW FIRM, Newton, NJ June 2005 – August 2005

Law Clerk

The oldest law firm in Sussex County, New Jersey with over a hundred years of providing a wide array of legal services to clients in New Jersey and Southern New York.

- Worked directly with the partners and associates on legal issues.
- Conducted research on legal issues such as trade law, Uniform Commercial Code, school board and municipal issues.

AMERICORPS, Kingdom City, MO.

September 2002– August 2003

Member

National organization devoted to serving the community and country.

- Drafted a successful literacy grant for Girls Town, a residential care facility for young girls in Kingdom City, Missouri.
- Mentored and tutored students on campus.

SKILLS

Research Data collection software: MediaLab, Qualtrics

Data analysis software: SPSS, HLM

