

Dr. Frank E. Dardis
Curriculum Vitae

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The Pennsylvania State University
CM - Advertising/Public Relations
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Education

Ph D, University of South Carolina, College of Mass Communications and Information Studies, Columbia, SC, 2003.

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

MA, University of Florida, College of Journalism and Communications, Gainesville, FL, 1995.

BS, University of Florida, College of Journalism and Communications, Gainesville, FL, 1991.

Professional Memberships

American Academy of Advertising. (August 2003 - Present).

International Communication Association. (August 2003 - Present).

Association for Education in Journalism and Mass Communication. (August 2000 - Present).

Awards and Honors

2012-2013 Deans' Excellence Award for Service, Penn State College of Communications. (April 2013).

Teaching

Teaching Experience

Penn State

COMM 420, Research Methods in Advertising and Public Relations, 1 course

COMM 422, Advtg Media Plng, 16 courses

COMM 424, Advertising Campaigns, 3 courses

COMM 494, Research Project Courses, 1 course

COMM 496H, Indep Studies, 4 courses

COMM 520, Seminar in Advertising Problems, 1 course

COMM 594, Research Topics, 1 course

Directed Student Learning

Michelle Asmara, Master's Committee Chair (September 2011 - August 2012).

Eugene Cho, Ph.D. Committee Chair (September 2017 - Present).

Stefanie Davis, Ph.D. Committee Member (October 2016 - Present).

Melanie Formentin, Ph.D. Committee Member (February 2012 - August 2014).

Julia Fraustino, Master's Committee Member (January 2011 - August 2012).

Gabriel Gonzales, Ph.D. Committee Member (December 2017 - Present).

Natalie Guarna, Honors Thesis Advisor (October 2016 - Present).

Virginia Harrison, Ph.D. Committee Member (September 2016 - Present). Master's Committee Member (April 2012 - May 2014).

Jennifer Hoewe, Ph.D. Committee Member (April 2012 - May 2015).

Kelsey Kretzer, Honors Thesis Advisor (October 2016 - Present).

Amy Major, Honors Thesis Advisor (October 2016 - Present).

Jingnan Miao, Honors Thesis Advisor (October 2016 - Present).

Holly Ott, Ph.D. Committee Member (August 2014 - May 2016).

Michael Penn, Ph.D. Committee Member (September 2011 - August 2012).

Jessica Ruiz, Master's Committee Member (September 2011 - August 2012).

Brett Sherrick, Ph.D. Committee Chair (February 2012 - May 2015).

Michail Vafeiadis, Ph.D. Committee Member (September 2015 - May 2017).

Research

Intellectual Contributions

Articles Published in Refereed Journals

Dardis, F. E. (Primary Author), Schmierbach, M. G., 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. <http://http://www.tandfonline.com/doi/full/10.1080/15252019.2016.1223572>.

Dardis, F. E. (Co-Author), Kim, K., Schmierbach, M. G., Bellur, S., Fraustino, J., Ahern, L., & Chung, M. Y. (Supervised Student Author - Graduate Student) (2015). Is It Autonomy or Attachment?: Exploring the Effects of In-game Customization on Game Enjoyment. *Computers in Human Behavior*, 48, 695-705.

Dardis, F. E. (Primary Author), Schmierbach, M. G., Ahern, L., Bellur, S., Fraustino, J., Brooks, S. (Supervised Student Author - Undergraduate Student), & Johnson, J. (Supervised Student Author - Undergraduate Student) (2015). The Effects of In-Game Virtual Direct Experience (VDE) on Reactions to Real-World Brands. *Journal of Promotion Management*, 21(3), 313-334.

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

Dardis, F. E. (Co-Author), Schmierbach, M. G., Xu, Q., & Oeldorf-Hirsch, A. (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.

Dardis, F. E. (Secondary Author), & Haigh, M. M. (2012). The impact of apology on organization–public relationships and perceptions of corporate social responsibility. *Public Relations Journal*, 6(1).

Dardis, F. E. (Primary Author), Schmierbach, M. G., & 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.

Parts of Books

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.), (pp. 431-434). New York: Routledge, Taylor & Francis Group. Invited. ISBN/ISSN #/Case #/DOI #: 978-1138654457

Manuscripts Accepted for Publication

Journal Article, Refereed

Dardis, F. E. (Primary Author), Schmierbach, M. G., Ahern, L., Bellur, S., Fraustino, J., Brooks, S. (Supervised Student Author - Undergraduate Student), & Johnson, J. (Supervised Student Author - Undergraduate Student) The Effects of In-Game Virtual Direct Experience (VDE) on Reactions to Real-World Brands. *Journal of Promotion Management*.

Manuscripts Submitted for Publication

Journal Article, Refereed

Haigh, M. M., Dardis, F. E. (Co-Author), Ott, H., & Bailey, E. Corporate Ability or Social Conscience?: The Impact of Strategic Emphasis and Issue-Framing Type in Corporate Social Responsibility Messages. *Corporate Communications: An International Journal*. [Submitted December 2017].

Dardis, F. E. (Primary Author), Schmierbach, M. G., Sherrick, B., & Luckman, B. How Game Difficulty and Ad Framing Influence Memory of In-Game Advertisements (Revision). *Journal of Consumer Marketing*. [Submitted December 2017].

Dardis, F. E. (Primary Author), Schmierbach, M. G., & Sherrick, B. Pre-Roll Advertising in Video Games: Effects on Brand Recall and Attitudes. *Computers in Human Behavior*. [Submitted 2014].

Dardis, F. E. (Primary Author), Schmierbach, M. G., & Sherrick, B. Pre-Roll Advertising in Video Games: Effects on Brand Recall and Attitudes. *Journal of Marketing Communications*. [Submitted 2013].

Dardis, F. E. (Primary Author), Schmierbach, M. G., & Sherrick, B. Pre-Roll Advertising in Video Games: Effects on Brand Recall and Attitudes. *Journal of Interactive Advertising*. [Submitted 2012].

Other Works

Conference Proceeding

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

Conference Proceeding, Refereed

Dardis, F. E. (Primary Author), Schmierbach, M. G., Ahern, L., Bellur, S., Fraustino, J., Brooks, S. (Supervised Student Author - Undergraduate Student), & Johnson, J. (Supervised Student Author - Undergraduate Student) (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*.

Editorial and Advisory Boards

Journal of Promotion Management, Associate Editor. (August 2016 - Present).

Journal of Interactive Advertising, Editorial Board. (December 2015 - Present).

Mass Communication and Society, Editorial Board. (August 2010 - Present). <http://www.tandf.co.uk/journals/HMCS>.

Journal of Promotion Management, Editorial Board. (January 2012 - August 2016). <http://www.tandfonline.com/toc/wjpm20/current>.

Peer Reviewer of Grant Proposals, Manuscripts, Etc.

Journal of Consumer Marketing, Reviewer. (October 2017 - Present).

Journal of Interactive Advertising, Reviewer. (March 2012 - Present).

American Academy of Advertising, Grant Proposal Reviewer. (January 2012 - Present).

Journal of Promotion Management, Reviewer. (January 2009 - Present).

Journalism & Mass Communication Quarterly, Reviewer. (January 2007 - Present).

Mass Communication and Society, Reviewer. (January 2007 - Present).

Computers in Human Behavior, Reviewer. (June 2017 - November 2017).

Social Forces, Reviewer. (July 2017 - October 2017).

Journal of Advertising, Reviewer. (March 2017 - October 2017).

Communication Research, Reviewer. (May 2017 - September 2017).

Communication Theory, Reviewer. (March 2017 - September 2017).

Social Behavior and Personality, Ad-hoc Reviewer. (July 2015 - June 2017).

Journal of Communication, Reviewer. (January 2012 - February 2017).

Journal of Media Psychology, Ad-hoc Reviewer. (February 2016 - January 2017).

Corporate Communications: An International Journal, Reviewer. (January 2008 - December 2016).

Management Research Review, Ad-hoc Reviewer. (August 2015 - August 2016).

Policy Studies Journal, Ad-hoc Reviewer. (August 2015 - May 2016).

Arthur W. Page Center for Integrity in Public Communication, Arthur W. Page Center for Integrity in Public Communication, Reviewer. (January 2005 - 2015).

Journal of Consumer Behavior, Reviewer. (January 2011 - 2014).

The Social Science Journal, Reviewer. (November 2013 - September 2014).

Journal of Health Communication, Reviewer. (January 2011 - November 2013).

Empower Mediamarketing, Research Grant, Reviewer. (January 2009 - December 2012).

Presentations Given

Haigh, M. (Co-Presenter, Penn State), Dardis, F. E. (Author Only), Ott, H. (University of South Carolina), & Bailey, E. (Penn State), (August 2017). "CSR, Hybrid, or Ability Frames: Examining How Story Frames Impact Stakeholders' Perceptions," Annual Conference, Association for Education in Journalism and Mass Communication, Chicago, IL, peer-reviewed/refereed, Accepted. International.

Dardis, F. E. (Presenter & Author), (June 2017). "Targeted Marketing and Ad Effectiveness in Video Games," Annual Marketing and Public Policy Conference, American Marketing Association, Washington, DC, published in proceedings, Accepted. National.

Dardis, F. E. (Author Only), Haigh, M. M., Ott, H. (University of South Carolina), & Bailey, E. (Penn State), (October 2016). "Corporate Ability or Social Conscience?: The Impact of Strategic Emphasis and Issue-Framing Type in Corporate Social Responsibility Messages," International Conference, Public Relations Society of America (PRSA), Indianapolis, IN, peer-reviewed/refereed, Accepted. International.

Aviles, J. (Penn State), Kumble, S. (Penn State), Schmierbach, M. G., Bailey, E. (Penn State), Waddell, F. (University of Florida), Dardis, F. E., Huang, Y. (Penn State), Orme, S. (Penn State), Seeber, K. (Penn State), & Wu, M. (Penn State), (August 2016). "Effects of Music Pacing in a Nutrition Game on Flow, and Explicit and Implicit Attitudes," Annual Conference, Association for Education in Journalism and Mass Communication, Minneapolis, MN, peer-reviewed/refereed, Accepted. International.

Dardis, F. E. (Presenter & Author), Schmierbach, M. G., Sherrick, B. (Penn State), Waddell, F. (Penn State), & Aviles, J. (Penn State), (March 2015). "Which Way to Go?: The Relative Effectiveness of Branded Advergaming, Banner Ads, and Pre-Roll Ads on Brand Recall in Video Games," Annual Conference, American Academy of Advertising, Chicago, IL, peer-reviewed/refereed, published in proceedings, Accepted. National.

Dardis, F. E. (Author Only), Schmierbach, M. G., Sherrick, B. (Penn State University), Waddell, F. (Penn State University), & Kim, K. (Penn State University), (August 2013). "In Control of Enjoyment: Gameplay Difficulty, Performance Feedback, and the Mediating Effect of Presence on Video Game Enjoyment," Annual Conference, Association for Education in

Journalism and Mass Communication, Washington, DC, peer-reviewed/refereed, published in proceedings, Accepted. International.

Dardis, F. E. (Presenter & Author), Schmierbach, M. G., Sherrick, B. (Penn State), & Luckman, B. (Penn State University), (August 2013). "The Impact of Videogame-Induced Affect and Ad Type on Memory of In-Game Advertisements," Annual Conference, Association for Education in Journalism and Mass Communication, Washington, DC, peer-reviewed/refereed, published in proceedings, Accepted. International.

Dardis, F. E., Schmierbach, M. G., Sherrick, B. (Penn State), & Fraustino, J. (Penn State), (August 2012). "Pre-Roll Advertising in Video Games: Effects on Brand Recall and Attitudes," Annual Conference, Association for Education in Journalism and Mass Communication, Chicago, IL, peer-reviewed/refereed, published in proceedings, Accepted. International.

Service

Service to the University

College

Administrative Support Work

Faculty Convener, Coordinator, Elected. (January 2012 - Present).

Committee Work

Graduate Committee, Member. (December 2017 - Present).

Dean's Advisory Committee, Dean's Advisory Committee, Member. (August 2014 - Present).

United Way Committee, Co-Chairperson. (August 2006 - Present).

MA Task Force, College of Communications MA Task Force, Member. (August 2013 - August 2017).

Associate Dean Search Committee, Committee Member. (September 2015 - May 2016).

Departments-Level Promotion & Tenure Committee, Member, Elected. (August 2012 - May 2014).

Departments-Level Promotion & Tenure Committee, Chairperson, Elected. (August 2012 - May 2013).

Academic Integrity Committee, Committee Member. (January 2004 - May 2013).

College Promotion & Tenure Committee, Alternate. (August 2011 - August 2012).

Designated IUG Advisor

Advisor. (August 2010 - Present).

Lead/Manage launch of MPS in Strategic Communications

Lead Faculty of MPS in Strategic Communications, Coordinator. (January 2016 -

Present).

Write and submit all program and course proposals, meet with all faculty and external consults, shepherd all materials' passage through Graduate School

Participation in Development/Fundraising Activities

Coordinator of Ben Bronstein Lecture in Ethics and Public Relations, College of Communications, Coordinator. (August 2015 - November 2015).
Consort with distinguished alumni, recruit speakers, organize/promote event, organize travel and event meals, etc.
Recruited Lester Munson of ESPN and Jennifer Bullano of Pittsburgh Penguins to present at event with over 250 attendees

Department

Administrative Support Work

Lead Faculty of Strategic Communications online degree program, Coordinator. (August 2014 - Present).
Manage course/teaching schedule, coordinate process, marketing and other efforts; consult with department and all external sources on curricular policies, advising, etc.

Assistance to Student Organizations

Assistance to AAF Competition Team, Advisor. (August 2007 - Present).

Committee Work

Student Learning Assessment Committee (Strategic Communications), Committee Member. (April 2016 - Present).

Student Learning Assessment Committee (Advertising), Committee Member. (August 2010 - Present).

Advertising Faculty Search Committee, Member. (August 2017 - December 2017).

University

Administrative Support Work

University Marshal, University Marshal. (August 2010 - Present).

Committee Work

Faculty Governance Leader, Faculty Governance, Representative. (August 2013 - Present).

Graduate Council Subcommittee on New and Revised Programs and Courses, Committee Member. (August 2007 - May 2014).

Graduate Council Committee on Programs and Courses, Committee Member. (August 2012 - May 2013).

Graduate Council Academic Standards Committee, Committee Member. (January 2012 - May 2013).

Participation in Governance Bodies and Related Activities

Graduate Council, Representative. (August 2012 - May 2014).

Participation in Recruitment and Retention Activities

Schreyer Honors College Applications, Reviewer. (August 2010 - March 2016).

Service to the Disciplines and to the Profession

Organizing Conferences and Service on Conference Committees

Association for Education in Journalism and Mass Communication, Reviewer. (August 2007 - Present).

American Academy of Advertising, Reviewer. (January 2006 - Present).

International Communication Association, Reviewer. (January 2005 - Present).

American Academy of Advertising, Membership Committee, Committee Member. (August 2005 - December 2015).

American Academy of Advertising, Research Committee, Committee Member. (August 2005 - December 2015).