About the Contributors

Matthew S. Eastin, (Ph.D., Michigan State University) is an Associate Professor in the Department of Advertising, College of Communication, at The University of Texas at Austin. He is also the Director of the Texas Media Research Lab and Faculty Associate of the Energy Institute at The University of Texas at Austin. Matthew S. Eastin’s research focuses on new media behavior. From this perspective, he has investigated information processing as well as the social and psychological factors associated with game play involvement, new media adoption, e-commerce, e-health, and organizational use. Generally, his research utilizes information processing as a central mechanism to new media experiences (i.e., affect, identification, perceptions, etc.) and knowledge acquisition. Dr. Eastin’s research can be found in the Journal of Communication, Communication Research, Human Communication Research, Journal of Broadcasting & Electronic Media, CyberPsychology & Behavior, Journal of Computer-Mediated Communication, and Computers in Human Behavior, to name a few. Currently, Dr. Eastin serves on the Editorial Boards for the Journal of Broadcasting & Electronic Media and I/S: A Journal of Law and Policy for the Information Society.

Terry Daugherty (Ph.D., Michigan State University) is a Research Fellow for the Suarez Applied Marketing Research Laboratory and Taylor Institute for Direct Marketing, as well as an Assistant Professor in the Department of Marketing, at The University of Akron. His research focuses on exploring strategic, social, and technological issues within consumer psychology involving the mass media. Terry’s research has appeared in the Journal of Consumer Psychology, Journal of Advertising, Psychology & Marketing, Journal of Interactive Marketing, Journal of Computer-Mediated Communication, International Journal of Electronic Marketing & Retailing, International Journal of Internet Marketing & Advertising, Journal of Interactive Advertising, and American Journal of Business, among numerous others. Prior to joining UA, Terry worked in the media industry as well as conducted research at the M.I.N.D. Lab at Michigan State University, eLab in the Owen Graduate School of Management at Vanderbilt University, and was the Director of the Media Research Lab in the Department of Advertising at The University of Texas.

Neal Burns (Ph.D., McGill University) is a Professor in the Department of Advertising, College of Communication, at The University of Texas at Austin. He also has been appointed as an Adjunct Professor at the University of California San Francisco (UCSF) Center for AIDS Prevention Studies (CAPS). He was senior partner and director of research and account planning at Carmichael Lynch Advertising from 1985 – when Carmichael Lynch and The Burns Group combined their resources to become one of the strongest and highly respected agencies in the country – until 1997 when The InterPublic Group acquired the Agency and he joined the faculty at The University of Texas at Austin. Neal was also an adjunct faculty member at the University of Minnesota teaching classes in consumer behavior and advertising, high technology marketing and ethics. Earlier in his career Burns served as associate executive director for the Higher Education Coordinating Board in Minnesota; director of marketing for the Systems & Research Division of Honeywell Inc.; and head of the Environmental Stress Branch of the US Navy’s Air Crew Equipment Laboratory working with the Project Mercury Team. Burns has published more than 75 articles and papers and his work had been honored with dozens of advertising awards. At the University of Texas at Austin, Dr. Burns is the founder and director of the Advertising Department’s account planning program. He has served as director of the Center for Brand Research since 2002. He is also a member of the Faculty Council and the Latino Media Studies Committee.

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Tamara L. Ansons is a Doctoral Candidate in the Brain and Cognitive Sciences area of the Department of Psychology at the University of Manitoba.
Osei Appiah, (Ph.D., Associate Professor, The Ohio State University) has a deep-seated interest in how ethnic minority consumers use and are affected by both media and media messages. His research is driven by a desire to discover more effective ways to reach ethnic minorities with messages they can identify with and trust. This is particularly important given ethnic minorities are difficult to reach with media messages because many believe media messages are directed at the general market and doubt messages from mainstream sources. Dr. Appiah's research attempts to uncover the most effective ways to get ethnic minorities to attend to and act upon messages from traditional and new media.

Jeremy Bailenson is founding director of Stanford University’s Virtual Human Interaction Lab and an associate professor in the Department of Communication at Stanford. He earned a B.A. cum laude from the University of Michigan in 1994 and a Ph.D. in cognitive psychology from Northwestern University in 1999. After receiving his doctorate, he spent four years at the Research Center for Virtual Environments and Behavior at the University of California, Santa Barbara as a Post-Doctoral Fellow and then an Assistant Research Professor. Bailenson’s main area of interest is the phenomenon of digital human representation, especially in the context of immersive virtual reality. He explores the manner in which people are able to represent themselves when the physical constraints of body and veridically-rendered behaviors are removed. Furthermore, he designs and studies collaborative virtual reality systems that allow physically remote individuals to meet in virtual space, and explores the manner in which these systems change the nature of verbal and nonverbal interaction.

Lisa M. Bennett completed her undergraduate studies at the University of California at Irvine, where she received her B.A. in Psychology. She pursued a career in marketing while in the private sector and obtained her M.B.A. from San Francisco State University. Her career exposed her to the challenges businesses face when trying to reach the right audience with the right message at the right time in the digital world. She is passionate about utilizing targeted virtual consumer behavior to understand how businesses can improve their online marketing efforts. She spends her time offline with photography, the great outdoors, and her family in Apple Valley, CA.

Laura F. Bright, (Ph.D., University of Texas at Austin) is an Assistant Professor of Strategic Communication at Texas Christian University. Her research focuses on understanding marketing and consumer behavior within interactive environments as well as how those types of media are created and consumed. Laura can be reached at http://www.brightwoman.com.

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Mike Buncher (B.A., University of Minnesota Duluth) is a graduate student in the Department of Communication at Michigan State University. His research interests include video games, music, and mood management through media.

Kelli S. Burns, Ph.D. is an assistant professor in the School of Mass Communications at the University of South Florida. Her research interests include social media use in public relations; the intersection of social media and popular culture; and online and user-generated advertising. She is the author of the 2009 book Celeb 2.0: How Social Media Foster Our Fascination with Popular Culture. Her research has been published in the Journal of Advertising, Journal of New Communications Research, Newspaper Research Journal, and the International Journal of Interactive Marketing and Advertising. Burns received a doctorate in mass communication from the University of Florida where she was a presidential fellow, a master’s degree in mass communication from Middle Tennessee State University, and a bachelor’s degree in mathematics and business administration from Vanderbilt University. Her work experience includes positions in marketing communications and market research.

Cheryl Campanella Bracken (Ph.D., Temple University) is an associate professor in the School of Communication at Cleveland State University. Her research interests include psychological processing of media. She is intrigued by the role of various screens in the lives of media users and focuses on telepresence. Her research has been published in Media Psychology, Journal of Communication, and Journal of Broadcasting & Electronic Media. She has co-edited
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**Sejung Marina Choi** is Associate Professor of Advertising at the University of Texas at Austin. She received her Ph.D. in Mass Media and M.A. in Advertising from Michigan State University. Dr. Choi’s research interests are in the areas of source credibility, consumer-brand relationships, new media and cross-cultural consumer behavior. Her current projects investigate how source credibility perceptions are formed and subsequently influence the message effectiveness in the context of celebrity endorsements in advertising and mediated communications on the Internet. Dr. Choi’s work has been published in various conference proceedings, several book chapter and the Journal of Advertising, Psychology & Marketing, Journal of Consumer Affairs, Journal of Popular Culture, Journal of Current Issues and Research in Advertising, Journal of Marketing Communications, Journal of Computer Mediated Communication, International Journal of Advertising, among others. Prior to her graduate degrees, Dr. Choi worked in the advertising agency business, particularly in account management. Her past clients include various multinational advertisers and local advertisers.

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**Vincent Cicchirillo**'s research focuses upon the study of new media technologies. Primarily, upon the influence of video game play features and contexts on post-game play outcomes. Of particular interest is the examination of character representations within video games (i.e., race & gender) and how that influences outcomes related to identification, positive & negative valence, as well as aggression. This research also examines the effect of stereotypical representations within violent video games. Furthermore, this work examines player motivations for online gaming and how that impacts information-processing of in-game content. Other research interests include cyber-bullying and teasing behaviors among college students. His research has appeared in the Journal of Broadcasting and Electronic Media, Human Communication Research, Journal of Social Psychology, and Communication Research Reports. Also, he has a single author book chapter in the Handbook of Research on Digital Media and Advertising and a co-authored book chapter in the Handbook of Research on Computer Mediated Communication.

**Irene Dickey** is a Lecturer at the University of Dayton’s School of Business Administration. She teaches a broad scope of marketing courses at the undergraduate and graduate levels, and in numerous executive development and leadership programs. Ms. Dickey has published in such journals as the Journal of Business and Behavioral Sciences, and the Journal of E-Business, and has presented at many academic and practitioner conferences and meetings. Much of her research focuses on digital marketing. Ms. Dickey serves as the Director of the P&G Marketing Competition, and serves on several boards and committees. She has won four teaching awards. She received her undergraduate degree in Management and Marketing from The University of Dayton. After graduation, she received her MBA in Finance from Wright State University.

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**John A. Fortunato,** Ph. D., is an associate professor at Fordham University in the School of Business, Area of Communication and Media Management. He has published articles in Public Relations Review, Journal of Interactive Advertising, Journal of Sports Media, and the Journal of Sponsorship. He is also the author of Making Media Content and Commissioner: The Legacy of Pete Rozelle. Dr. Fortunato previously taught at the University of Texas at Austin in the Department of Advertising and Public Relations and he received his Ph. D. from Rutgers University in the School of Communication, Information, and Library Science.
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Nicolai Jørgensgaard Graakjær, Ph.D., is an Associate Professor at the Department of Communication & Psychology, Aalborg University, Denmark. Nicolai Graakjær’s research interests include Musicology, Media Studies and Social Psychology, and he has published contributions within these fields. Among contributions are the Ph.D. thesis Music in Television Commercials (2008) and the edited volume Music in Advertising – Commercial Sounds in Media Communication and Other Settings (eds. Graakjær & Jantzen, Aalborg University Press, 2009).

Iben Bredahl Jessen, MA, is working on a Ph.D. dissertation on web advertising as part of the research project Market Communication and Aesthetics at the Department of Communication & Psychology, Aalborg University, Denmark. Her research includes an empirical study of web ads in a Danish context. In her dissertation she examines web advertising from a media aesthetic perspective with focus on multisemiotic analysis and genre development. Among contributions are “The Aesthetics of Web Advertising: Methodological Implications for the Study of Genre Development” in the edited volume Web History (ed. N. Brügger, Peter Lang, 2010).

Helen Katz is a Senior Vice President, Director of Research at Starcom Mediavest Group, where she focuses on advanced video research, and research contract negotiations. She joined SMG in May 2001 as a Strategic Research Director at GM Planworks, working for General Motors. Prior to that, Helen had her own media research consultancy where she worked with agencies and research suppliers across the advertising and marketing industry. Before that, Helen spent 18 months at Zenith Media in New York as the VP, Director of Strategic Research, working with clients such as Toyota, Bell Atlantic (Verizon), HSBC, M&M Mars, and General Mills. Helen’s media research career began in 1989 at DDB Needham Chicago, where she worked for 10 years for clients such as McDonald’s, Anheuser-Busch, General Mills, State Farm Insurance, Dial, Clorox, Helene Curtis/Unilever, and Discover Card. In 2008, Helen was the recipient of an Advertising Research Foundation “Great Minds” award for research innovation.

Gooyong Kim is a Ph.D. candidate at the Graduate School of Education & Information Studies, UCLA. He has completed his dissertation about people’s grassroots collective action mobilization for sociopolitical matters utilizing new media technologies. Specifically, YouTube videos for mass movements such as the Obama campaign in the 2008 U.S. presidential election and Korea’s Candlelight protests are the subjects of the dissertation research. His previous works have investigated the transformative potential of YouTube as a pedagogic tool and a new model of the Brechtian politics of aesthetics in the age of Web 2.0. Generally, he is interested in theorizing the intersectionality between agency, structure, media technology, aesthetics, critical pedagogy, and social transformation.

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Chemical Division, and Corporate Treasury where he had responsibility for $10,500,000 in Accounts Receivable from 750 customers of the Marine and Industrial Division in the United States and Canada.

Paul R. Messinger is Associate Professor of Marketing at the University of Alberta School of Business and IBM Faculty Fellow in the Centre for Advanced Studies program at the IBM Toronto Laboratory. He recently served as Principle Investigator of the Research Alliance “Harnessing the Web-Interaction Cycle for Canadian Competitiveness” for the Social Science and Humanities Research Council of Canada and as Founding Director of the University of Alberta School of Retailing. Paul currently serves on the Editorial Board of the journal Marketing Science and as guest editor for two special issues on eService of the Canadian Journal of Administrative Sciences. Paul’s research focuses on e-commerce, 3D mediated virtual worlds, service science, emerging retail formats, dynamic pricing, and recommendation systems; his publication outlets include Marketing Science, Journal of Retailing, Journal of Economic Dynamics and Control, Decision Support Systems, Canadian Journal of Administrative Sciences, Journal of Virtual Worlds Research, Journal of Business Research, and Journal of Retailing and Consumer Services. For more details, see http://www.business.ualberta.ca/pmessinger/

Jon Michael Mills is ABD at the University of Alabama in Mass Communication, with a focus on Sports Communication. His research interests include non-traditional marketing in sports, media in sports, and campaigns, with corporate naming rights of sports venues being a major component. He previously worked in consumer and sports marketing for an international firm in Chicago, with clients that included Kellogg, Harley Davidson and Hasbro. This experience includes Olympic sponsorships, special events at Major League Baseball games, and crisis communications. Jon currently resides in Tuscaloosa, Alabama, with his wife and three children.

Jang Ho Moon is a Ph.D. student in Advertising at the University of Texas at Austin. He received his M.A. in Strategic Public Relations from University of Southern California. His areas of research interest are the effect of marketing communication activities through new media, with a focus on virtual environments, social networking website, and high-definition television broadcasting. His work has been published in various conference proceedings.

Dilip Mutum is a doctoral researcher at the Warwick Business School, University of Warwick in the UK. He has worked with various organisations in different capacities, including a stint as a sub-editor in a magazine company and as a web developer. Prior to starting his PhD studies, Dilip was a lecturer at Universiti (spelling in Malay) Utara Malaysia, Malaysia. His research interests include issues related to emerging web technologies, social media and online consumer behaviour. He is an active blogger and is posting constant updates on Twitter.

Clifford Nass (Ph.D., Princeton U., Sociology) is the Thomas M. Storke Professor at Stanford University, with appointments in communication, computer science, education, and sociology. He is also Director of the Communication between Humans and Interactive Media (CHI) Lab, co-Director of the Kozmetsky Global Collaboratory, and co-Director of the Center for Automotive Research at Stanford (CARS). He is author of three books—The Media Equation, Wired for Speech, and The Man Who Lied to His Laptop (forthcoming in 2010)—and over 125 papers on social-psychological aspects of human-technology interaction and non-parametric statistics. He is the founder of the Computers Are Social Actors paradigm. His current research foci are the psychology and design of automotive interfaces, mobile interfaces, and human-robot interaction and the cognitive and social consequences of chronic multitasking.

Michelle R. Nelson is Associate Professor in the Department of Advertising at the University of Illinois at Urbana-Champaign. Nelson’s research, professional marketing communication experience and teaching focus on intra-cultural and international advertising and consumer behavior and digital media. She has researched and worked in Denmark and England before assuming academic responsibilities in the United States. Nelson has published more than 35 book chapters and articles in journals such as Journalism and Mass Communication Quarterly, Journal of Advertising, Journal of Advertising Research, Journal of Consumer Psychology, Journal of Cross-Cultural Psychology and Journal of Public Relations Research. In addition to 12 years of teaching, Nelson also has professional experience in nonprofit, trade and high-tech organizations.

Gregory O’Toole works in media theory, research and development as a self-termed technomadologist. Technomadology is the study of the contemporary technology-dependent nomadic human culture, information theory, intermedia, and the creative process of generating experimental research, methods, art, and literature as critical discourse
toward a greater understanding of the prevailing social, economic, and political condition(s). In brief, Greg is interested
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Greg is writing a theoretical analysis of mass media and cultural effect as his doctoral dissertation. He is also the prin-
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In the new media context, she has been focusing on the messages, perceptions, and the influence of user-generated
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Melvin Prince holds a Ph.D. degree from Columbia University. He is a professor of marketing at Southern Con-
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About the Contributors


Geraldine Ryan is a lecturer in Economics at University College Cork, Ireland. Geraldine was awarded a Joint Honours BA Degree (Economics and Geography) and an MA in Economics from University College Cork and she holds a PhD in Economics from Warwick University. Her principal research interest is in the area of stock price predictability. She has published in this area in Applied Financial Economics. In addition, she has also published a number of pieces on information and incentive problems in economics and knowledge management. She is the joint holder of IRCHSS and Invest NI funding (with Dr. Bernadette Power) investigating SME Succession Issues in Ireland.

Heather M. Schulz is a Ph.D. student, University of Texas at Austin (Advertising); M.S., University of Illinois at Urbana-Champaign (Advertising); B.J. University of Nebraska - Lincoln (Advertising). Heather’s primary research interests center on conspicuous consumption and the identities consumers create and communicate through the use of mass-mediated brands. Research on this topic will illuminate how brands function in the creation of individual identity as well as social culture. This lens of analysis focuses on post-purchase consumer behavior in addition to advertising’s role in interpersonal relationships. Her work has been presented at the American Academy of Advertising (AAA) conference, the Transformative Consumer Research conference (TCR), the Society for Consumer Psychology conference, and the Center for Health Promotion Research (CHPR) conference.

Brian Sheehan is an Associate Professor at the S.I. Newhouse School of Public Communications at Syracuse University. He teaches courses in advertising, advertising management and practice, and interactive advertising/e-branding. Prior to his switch to academia in 2008, Brian spent 25 years with Saatchi & Saatchi Advertising. After 5 years in Saatchi’s New York office, he spent the next 11 years overseas, working in Hong Kong, Tokyo, and Sydney. Most recently, Brian was chairman and CEO of Team One advertising (a division of Saatchi & Saatchi). During his career, Brian has worked on many top national and international brands, including Toyota, General Mills, Procter & Gamble, Hilton, British Airways, IKEA, TIME, News Corporation, Bayer, DuPont, Sara Lee, Kodak, Ritz-Carlton, Castrol and Hewlett-Packard. Brian continues his relationship with Saatchi & Saatchi as a consultant, and he has consulted recently for Petrobras, Brazil’s national energy company. He is also an advisory board member of Fuhu, a China-US based internet-software company, and Mission/Metrix, a digital applications company.

Edward Shinnick is a Senior lecturer in Economics at University College Cork. He received his BA degree (Economics and Mathematics) and Master’s degree (Economics) from University College Cork. He received his Ph.D. from the University of Strathclyde in 1999. His research areas include competition in markets & industries, privatisation, competition policy, regulation and business strategy, where he has published a number of papers in a range of national and international journals, book chapters and edited book volumes. Most recent publications cover the area of, economic incentives and the knowledge economy, regulatory reform in Irish legal services, corruption and governance issues and competition in Bus transport. Dr Shinnick has undertaken economic consultancy work for industry, serves on the Board of a State Agency, is an International Reviewer for the Czech Science Foundation, and serves on the editorial boards of the International Journal of Public Policy and the International Economics and Economic Policy.

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Lauren Reichart Smith will serve as an Assistant Professor of Public Relations at Auburn University beginning in the Fall of 2010. She earned her Ph.D. in Communication and Information Sciences from the University of Alabama in 2010. A former television producer, Lauren’s main research interests lie in media portrayals, media effects, and new media theories. She earned her B.A. from Fairfield University and her M.A. from University of Alabama-Birmingham.

Kenny D. Smith is the student media adviser and director of the digital video center at Samford University where he works with students developing cross-platform journalism skills. Kenny is also pursuing a doctorate in communication and information sciences from the University of Alabama. A veteran journalist with experience in all mass media
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Michael R. Solomon, Ph.D. is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph’s University in Philadelphia. Prof. Solomon’s primary research interests include consumer behavior and lifestyle issues, branding strategy, the symbolic aspects of products, the psychology of fashion, marketing applications of virtual worlds and the development of visually-oriented online research methodologies. His textbook, Consumer Behavior: Buying, Having, and Being, published by Prentice Hall is widely used in universities throughout North America, Europe, and Australasia and is now in its ninth edition. He is the first author of LAUNCH! Advertising and Promotion in Real Time (Flat World Knowledge), which is the first open platform commercial textbook. His most recent trade book, The Truth about What Customers Want, was published in October 2008 by FT (Financial Times) Press.

Piya Sorcar is the CEO and Founder of TeachAIDS, where she leads a team of interdisciplinary experts to develop pedagogically-grounded and evidence-based HIV/AIDS prevention materials. The interactive animated materials are used around the world, including South Africa, India, China, Botswana, United States, and Canada. Piya was previously a Program Advisor for Stanford’s Learning, Design & Technology Master’s Program and a founding board member of XRI Inc., a California-based nonprofit which specializes in the development and evaluation of rich media Internet-based medical and literacy applications. Piya holds a Ph.D. in Learning Sciences & Technology Design and International Comparative Education and an M.A. in Education from Stanford. She graduated summa cum laude from the University of Colorado at Boulder with a B.A. in Economics, B.S. in Journalism, and B.S. in Information Systems. She has been an invited speaker at numerous universities including Caltech, Columbia, Tsinghua, Utrecht, and Yale.


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About the Contributors

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