

## 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>.

**Pedro Quelhas Brito**, Assistant Professor at School of Economics - University of Porto. Ph.D. at UMIIST, United Kingdom, M.A., University of Porto. His research focus on consumer psychology applied to tourism, retailing and new media. Dr. Brito has investigated the pre-adolescents integration of digital instruments in the context of their social network management. He is author, co-author and editor of several books and chapters as well as articles published in journals devoted to marketing, consumer ethics and communication. He is director of several executive Master and post-graduation programs in business and tourism management.

**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

## About the Contributors

three special issues of *Presence: Teleoperators and Virtual Environments* and is on the Board of Directors of the International Society for Presence Research.

**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.

**Shu-Chuan Chu** (PhD University of Texas at Austin) is an Assistant Professor in the College of Communication at DePaul University. Her main research areas are social media, cross-cultural consumer behavior, electronic word-of-mouth, and brand personality. Her work has been published or forthcoming in the *Journal of Interactive Advertising*, *Journal of International Consumer Marketing*, *Journal of Marketing Communications*, among others.

**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.

**Troy Elias** (Ph.D., The Ohio State University) is an Assistant Professor in the Department of Advertising in the College of Journalism and Communications at the University of Florida. His research interest is in social influence, with an emphasis on race and ethnicity, information and communication technology, and Internet advertising. His research explores the impact of social identity and psychological distinctiveness on consumer attitudes in new media environments. He has taught courses in *Social Influence in New Media Environments*, *Advertising Design and Graphics*, *Communication Technology*, *Visual Communication*, and *Persuasion*. He has published in the *Journal of Advertising Research*, and in 2008, he was awarded the Barrow Minority Doctoral Student scholarship.

**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.

**Harsha Gangadharbatla** (Ph.D., University of Texas) is an assistant professor in the school of journalism and communication at University of Oregon. His research focuses on new and emerging media, social and economic effects of advertising, and environmental communication. His publications have appeared (or are forthcoming) in the *Journal of Current Issues and Research in Advertising*, *International Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of Computer-Mediated Communication* and various other conferences.

**Xin Ge** is an assistant professor at the University of Northern British Columbia, Canada. She received her Ph.D. in Marketing from the School of Business at the University of Alberta, Canada. Her research interests include constructive consumer preferences, strategic presentation of product information, market signals, and consumer behavior in virtual worlds. She has recently published in *Journal of Retailing*, *Journal of Virtual Worlds Research*, and *Canadian Journal of Administrative Science*.

**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.

**Jason P. Leboe** is the Associate Head (Undergraduate Studies) and an Associate Professor in the Brain and Cognitive Sciences area of the Department of Psychology at the University of Manitoba.

**William F. Lewis** is an Associate Professor of Marketing in the School of Business Administration at the University of Dayton. He earned his Ph.D. from the University of Cincinnati, and his M.B.A. from Michigan State University. He has published in the *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *Journal of Business and Behavioral Sciences*, *Journal of Financial Education*, *Issues in Accounting Education*, *Journal of Business Ethics*, and the *Journal of E-Business*. Dr. Lewis is the winner of a "Best Paper" award at an annual conference of the Academy of Marketing Science. He has won six teaching awards and a life-time service award at the University of Dayton. While serving with Chrysler Corporation he had responsibilities in the areas of Budget and Accounting Control, Investment Analysis, Profit Analysis, Corporate Income Tax Division, Accounting Department of the Chrysler

## About the Contributors

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/pmessaging/>

**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 (CHIME) 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, inter-media, 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 in understanding the mediated system in hopes of educating and advancing a comprehensive civil literacy. Currently, Greg is writing a theoretical analysis of mass media and cultural effect as his doctoral dissertation. He is also the principal media theorist and test coordinator for a new body of scientific research exploring neurological effects of media through Electroencephalographic examinations. For his work Greg has received grant funds and recognition awards from the National Endowment for the Arts, Montana Arts Council, International Memefest, Colorado Book Award, and the Valparaiso University Poetry Review among many others. His exploratory academic, literary and visual art work has been published and exhibited around the world in venues such as the New York Times, Denver Post, Chicago Sun-Times, Rhonda Schaller Gallery New York, Kotka Finland Photographic Center, British Journal of Educational Technology, International Journal of the Arts in Society, and the Rocky Mountain Communication Review. Greg currently works as a multimedia specialist and web developer at The Pennsylvania State University and is on the faculty of The Art Institute of Pittsburgh Online Division in Web Design and Interactive Media.

**Sung-Yeon Park** (Ph.D., University of Wisconsin-Madison, 2004) is an assistant professor at Bowling Green State University. She studies advertising and marketing messages and their effects from multiple perspectives, including the psychological mechanisms of the effect, the impact on individuals, and the implications for the society and culture. In the new media context, she has been focusing on the messages, perceptions, and the influence of user-generated online information. She published many articles in leading communication journals and the highest concentration of her publications to date can be found on the effects of media on women's perceptions of their bodies. She was a visiting professor at Leo Burnett Worldwide in the summer of 2008 and is currently serving as the editorial review board member of *Communication Research*.

**Melvin Prince** holds a Ph.D. degree from Columbia University. He is a professor of marketing at Southern Connecticut State University. He teaches graduate courses in marketing research, consumer behavior and advertising. Past academic appointments include teaching and research positions at Brandeis University, Fordham University, Pace, Iona College and Quinnipiac University. Dr. Prince is also President of Prince Associates and provides analytic counsel to research companies and their clients. He spearheaded the research and development of the instant coupon machine, a breakthrough in-store promotional device. His previous industry experience includes marketing research directorships at advertising agencies, manufacturing companies and the media. He worked in this capacity for BBDO and Marsteller agencies, National Brand Scanning, J. B. Williams and Scholastic Magazines. He is a member of the American Marketing Association, American Statistical Association, Association for Consumer Research, and the Society for Consumer Psychology, a division of the American Psychological Association.

**Shailendra Rao** is a PhD candidate at Stanford University focusing on Human Computer Interaction in the Department of Communication. His research primarily focuses on advancing the user experience of personalized recommendations systems on the web. He is a member of the Communication between Humans and Interactive Media (CHIME) Lab and a former member of the Interactive Cognition Lab (ICL) at the University of California, San Diego (UCSD). He earned a B.S. with distinction in Cognitive Science specializing in Human Computer Interaction at UCSD as well as a M.A. in Media Studies from Stanford University.

**Shelly Rodgers** is an associate professor of strategic communication at the University of Missouri, School of Journalism. Research areas include Internet advertising, user-generated content, social media, and health communication. Rodgers is nationally ranked as one of the most productive and most cited researchers in her field. Her research, funded by more than \$8 million in federal and state grants, has been published in leading academic advertising and communication journals including the *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Interactive Advertising*, *Journal of Current Issues in Research and Advertising*, *International Journal of Advertising*, *Social Marketing Research*, *Journal of Communication*, and *Journal of Health Communication*.

**Martha G. Russell** is Associate Director of Media X at Stanford University, Senior Research Scholar at the Human Sciences and Technology Advanced Research (H\*STAR) Institute at Stanford University and a Fellow at the Institute for Innovation, Creativity and Capital (IC2) at The University of Texas at Austin. Dr. Russell studies the persuasive impact of interactive and place-based media and is developing new metrics for new media, including social media and the emerging integrated, device-centered media in personal area networks. She also studies innovation ecosystems

## About the Contributors

using data-driven visualization methods for systems analysis. Dr. Russell serves on the advisory boards of the *Journal of Interactive Advertising* and the *Journal of Electronics*.

**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*.

**Paul Skalski** (Ph.D., Michigan State University) is an assistant professor in the School of Communication at Cleveland State University. His scholarship focuses primarily on interactive entertainment and persuasion. His work has appeared in journals such as *Media Psychology*, *Journal of Broadcasting and Electronic Media*, and *Communication Research*. He teaches courses on video games, mass communication, new media, persuasion, and research methods and is currently serving as Graduate Program Director in the School of Communication at Cleveland State University.

**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

formats, his research centers on social media, convergence journalism and mobile media news. He holds a bachelor's degree from Auburn University and a master's degree from the University of Alabama at Birmingham.

**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.

**Yongjun Sung** is Assistant Professor of Advertising at the University of Texas at Austin. He received his Ph.D. in Mass Communication and M.A. in Advertising from University of Georgia. Dr. Sung's research focuses on brand personality, brand commitment, consumer-brand relationships, brand placement, and cross-cultural consumer psychology. He has published or has work forthcoming in *Journal of Consumer Psychology*, *Psychology & Marketing*, *Journal of Advertising*, *Journal of Public Policy and Marketing*, *Journal of Marketing Communications*, *International Journal of Advertising*, *Journal of Brand Management*, *Journal of Consumer Behaviour*, *Journal of International Consumer Marketing*, *Journalism & Mass Communication Quarterly*, and *Journal of Health Communication*, among others.

**Gülnur Tumbat** is an Assistant Professor of Marketing at San Francisco State University. She got her PhD from University of Utah with emphasis on interpretive consumer behavior research. Her research interests lie at the intersections of consumer experiences, technology, and marketplaces; built, digital, or otherwise. She can be reached at <http://www.gulnurtumbat.com>

**Fang Wan** is an Associate Professor of Marketing and Ross Johnson Research Fellow in the I. H. Asper School of Business at the University of Manitoba.

**Qing Wang** is Professor of Marketing and Innovation at the Warwick Business School, University of Warwick in the UK. Prior to joining Warwick in 2000, she was a faculty member at SPRU, Sussex University. She has held visiting professor positions at several universities including Duke University, Insead, and Tsinghua University. Professor Qing Wang is a Fellow of the Royal Society of Medicine in the UK, Academic Member of the Marketing Science Institute in the U.S., and External Expert in China's National Research Centre for Technological Innovation. Her research is concerned with consumer adoption intention for really new products and services, the co-evolution of consumer learning and firm strategies and capabilities, and the branding strategies of Chinese technology-based companies. She has published in leading refereed journals including *Journal of Marketing Research*, *Journal of Product Innovation Management*, and *Research Policy* among others. She is the winner of the 2009 Robert D. Buzzell Marketing Science Institute (MSI) Best Paper Award for making the most significant contribution to marketing practice and thought. She is the principal investigator for a number of research projects including AXA Grant and MSI grant and was also involved in a number of ESRC programmes including the ESRC Centre for Complex Product Systems (CoPs).

## About the Contributors

**Ye Wang** is a doctoral student of strategic communication at the University of Missouri, School of Journalism, where she received her MA degree in strategic communication in 2008. Her research interests include interactive advertising and its application to health communication and international advertising. She has published in *International Journal of Advertising*, and has presented conference papers at the American Academy of Advertising's annual conference.

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**Antony Young** is CEO of based in New York and is CEO of Optimedia International US Inc., a Publicis Groupe owned media strategy and buying agency. He has spent twenty plus years in the business, holding CEO roles in Asia/Pacific, the UK and the US. Mr. Young has been responsible for developing strategy and executing media campaigns for some of the most influential global brands, which include Sony, Coca-Cola, T-Mobile, L'Oréal, McDonald's, Nokia, Procter & Gamble and Toyota. He co-authored "*Profitable Marketing Communications*", a business marketing book that details his insights into how world class companies have been able to deliver marketing return on investment. He launched one of the first media agencies in China, which became the largest agency in that market in 2000. He was also a founding partner and CEO of an independent digital marketing company AdXplorer, which was later sold to Morningstar a digital media investment group. Antony writes a monthly column on brand media strategy for Advertising Age.

**Gi Woong Yun** (Ph. D. University of Wisconsin-Madison) is an assistant professor at Bowling Green State University. His research interests are mostly about Internet as media. He works on social psychological theories of communication, online interactive forums, Internet research methodology, and more. He has published articles in various journals including *Journal of Computer Mediated Communication*, *Communication Research*, *Journalism & Mass Communication Quarterly*, *Media Psychology*, and other communication related journals. His current research projects are selective posting online, newspaper online business model, online media framing, and others.