Anne Oeldorf-Hirsch

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APPOINTMENTS

Assistant Professor, Department of Communication, University of Connecticut, 2014-present

Faculty Affiliate:
Sustainable Global Cities Initiative (SGCI), 2019-present
Connecticut Institute for Brain and Cognitive Science (IBACS), 2018-present
Institute for Collaboration on Health, Intervention, and Policy (InCHIP), 2014-present

Postdoctoral Fellow, Collaborative Technology Lab, Northwestern University, 2012-2013

Instructor, College of Communications, Pennsylvania State University, 2008-2010

EDUCATION

Ph.D., Mass Communications, Pennsylvania State University, 2011

Ph.D. student, Industrial/Organizational Psychology, Pennsylvania State University, 2005-2006

B.A., Psychology, *magna cum laude*, Portland State University, 2005

PUBLICATIONS

Peer-Reviewed Journal Publications

Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. (Accepted for publication). The ineffectiveness of fact-checking labels on news memes and articles. *Mass Communication and Society*.

Oeldorf-Hirsch, A., & Gergle, D. (2020). 'Who knows what': Audience targeting for question asking on Facebook. *Proceedings of the ACM on Human-Computer Interaction, 4*(GROUP), 20 pages. https://doi.org/10.1145/3375191

Oeldorf-Hirsch, A. & DeVoss, C. (2020). Who posted that story? Processing layered sources in Facebook news posts. *Journalism & Mass Communication Quarterly¸ 97*, 141-160. https://doi.org/10.1177/1077699019857673

Obar, J. A. & Oeldorf-Hirsch, A. (2020). The biggest lie on the Internet: Ignoring the privacy policies and terms of service policies of social networking services. *Information, Communication & Society, 23*, 128-147. https://doi.org/10.1080/1369118X.2018.1486870

Oeldorf-Hirsch, A., High, A. C., & Christensen, J. L. (2019). Count your calories and share them: Health benefits of sharing mHealth information on social networking sites. *Health Communication, 34*, 1130-1140. https://doi.org/10.1080/10410236.2018.1465791

Rainear, A., Lachlan, K., Oeldorf-Hirsch, A., & DeVoss, C. (2018). Examining Twitter content of state emergency management during Hurricane Joaquin. *Communication Research Reports, 35,* 325-334. https://doi.org/10.1080/08824096.2018.1503945

Obar, J. A., & Oeldorf-Hirsch, A. (2018). The clickwrap: A political economic mechanism for manufacturing consent on social media. *Social Media + Society, 4*(3), 1-14. https://doi.org/10.1177/2056305118784770

Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. (2018). For the birds: Media sourcing, Twitter, and the minimal effect on audience perceptions. *Convergence: The International Journal of Research into New Media Technologies, Online first*. https://doi.org/10.1177/1354856518780438

McGloin, R. & Oeldorf-Hirsch, A. (2018). Challenge accepted! Evaluating the personality and social network characteristics of individuals who participated in the ALS Ice Bucket Challenge. *The Journal of Social Media in Society, 7*, 443-455. https://thejsms.org/index.php/TSMRI/article/view/317

Oeldorf-Hirsch, A., & Nowak, K. (2018). There is something I need to tell you: Balancing appropriateness and efficiency in modality choice for interpersonal disclosures. *Communication Studies*, *69*, 125-144. https://doi.org/10.1080/10510974.2017.1417878

Oeldorf-Hirsch, A., (2018). The role of engagement in learning from active and incidental news exposure on social media. *Mass Communication and Society, 21*, 225-247. https://doi.org/10.1080/15205436.2017.1384022. **Winner of the 2019 AEJMC Mass Communication and Society Division Article of the Year Award.**

Oeldorf-Hirsch, A. & McGloin. R. (2017). Identifying the predictors of participation in Facebook pictivism campaigns. *Social Media + Society, 3*(3), 1-11. https://doi.org/10.1177/2056305117727637

Oeldorf-Hirsch, A., Birnholtz, J., & Hancock, J. (2017). Your post is embarrassing me: Face threats, identity, and the audience on Facebook. *Computers in Human Behavior, 73*, 92-99. https://doi.org/10.1016/j.chb.2017.03.030

Oeldorf-Hirsch, A., & Sundar, S. S. (2016). Social and technological motivations for online photo sharing. *Journal of Broadcasting & Electronic Media, 60*, 624-642. https://doi.org/10.1080/08838151.2016.1234478

Oeldorf-Hirsch, A., & Sundar, S. S. (2015). Posting, commenting, and tagging: Effects of sharing news stories on Facebook. *Computers in Human Behavior, 44*, 240-249. https://doi.org/10.1016/j.chb.2014.11.024

High, A., Oeldorf-Hirsch, A., & Bellur, S. (2014). Misery rarely gets company: The influence of emotional bandwidth on supportive communication on Facebook. *Computers in Human Behavior, 34*, 79-88. https://doi.org/10.1016/j.chb.2014.01.037

Pawalek, K. A., Oeldorf-Hirsch, A., & Rong, L. (2014). Modeling the impact of Twitter on influenza epidemics. *Mathematical Biosciences & Engineering, 11*, 1337-1356. http://dx.doi.org/10.3934/mbe.2014.11.1337

Schmierbach, M., Xu, Q., Oeldorf-Hirsch, A., & Dardis, F. (2012). Electronic friend or virtual foe: Exploring the role of competitive and cooperative multiplayer video game modes in fostering enjoyment. *Media Psychology, 15*, 356-371. https://doi.org/10.1080/15213269.2012.702603

Schmierbach, M., & Oeldorf-Hirsch, A. (2012). A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions. *Communication Quarterly, 60*, 317-337. https://doi.org/10.1080/01463373.2012.688723

Xu, Q., Schmierbach, M., Bellur, S., Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. (2012). The effects of "friend" characteristics on evaluations of an activist group in a social networking context. *Mass Communication and Society, 15*, 432-453. https://doi.org/10.1080/15205436.2011.583862

Peer-Reviewed Published Conference Proceedings

Oeldorf-Hirsch, A. & Obar, A. (2019). Overwhelming, important, irrelevant: Terms of service and privacy policy reading among older adults. *Proceedings of the 10th International Conference on Social Media and Society (SMSociety '19)*. ACM, New York, NY, USA, 166-173. https://doi.org/10.1145/3328529.3328557

Obar, J. A. & Oeldorf-Hirsch, A. (2017). Clickwrap impact: Quick-join options and ignoring privacy and terms of service policies of social networking services. *Proceedings of the 2017 International Conference on Social Media & Society (SMSociety '17)*. ACM, New York, NY, USA. https://doi.org/10.1145/3097286.3097336

Oeldorf-Hirsch, A., Hecht, B., Morris, M. R., Teevan, J., & Gergle, D. (2014). To search or to ask: The routing of information needs between traditional search engines and social networks. *Proceedings of the 2014 Conference on Computer Supported Cooperative Work (CSCW '14)*. ACM, New York, NY, USA, 16-27. https://dx.doi.org/10.1145/2531602.2531706

Oeldorf-Hirsch, A., Donner, J. & Cutrell, E. (2012). How bad is good enough? Exploring mobile video quality trade-offs for bandwidth-constrained consumers. *Proceedings of the 7th Nordic Conference on Human-Computer Interaction: Making Sense through Design (NordiCHI '12)*. ACM, New York, NY, USA, 49-58. https://doi.org/10.1145/2399016.2399025

Sundar, S. S. Oeldorf-Hirsch, A., Nussbaum, J. F., & Behr, R. A. (2011). Retirees on Facebook: Can online social networking enhance their health and wellness? *Proceedings of the 2011 annual conference extended abstracts on Human factors in computing systems (CHI EA '11)*. ACM, New York, NY, USA, 2287-2292. https://doi.org/10.1145/1979742.1979931

Sundar, S. S., Xu, Q., & Oeldorf-Hirsch, A. (2009). Authority vs. peer: How interface cues influence users. *Proceedings of the 27th international conference extended abstracts on Human factors in computing systems (CHI EA '09)*. ACM, New York, NY, USA, 4231-4236. https://doi.org/10.1145/1520340.1520645

Sundar, S. S., Oeldorf-Hirsch, A., & Garga, A. K. (2008). A cognitive-heuristics approach to understanding presence in virtual environments. *Proceedings of the 11th Annual International Workshop on Presence (Padova, Italy, October 16 - 18, 2008). PRESENCE 2008*. CLEUP Cooperativa Libraria Universitaria, Padova, Italy, 219-228.

Sundar, S. S., Oeldorf-Hirsch, A., & Xu, Q. (2008). The bandwagon effect of collaborative filtering technology. *CHI '08 extended abstracts on Human factors in computing systems (CHI EA '08)*. ACM, New York, NY, USA, 3453-3458. https://doi.org/10.1145/1358628.1358873

Book Chapters

Obar, J. A. & Oeldorf-Hirsch, A., (2019). Without consent: The dark side of ignoring the terms of service and privacy policies of social media services. In E. Downs (Ed.), *The dark side of media and technology: A 21st century guide to media and technological literacy.* New York: Peter Lang Publishing. https://doi.org/10.3726/b14959

Invited Publications

Oeldorf-Hirsch, A., (2017). Between-subjects design. In M. Allen (Ed.), *The SAGE encyclopedia of communication research methods* (pp. 91-92)*.* Thousand Oaks, CA: Sage Publications. https://dx.doi.org/10.4135/9781483381411.n36

Oeldorf-Hirsch, A., (2017). Factor, fixed. In M. Allen (Ed.), *The SAGE encyclopedia of communication research methods* (pp. 495-496)*.* Thousand Oaks, CA: Sage Publications. https://dx.doi.org/10.4135/9781483381411.n180

Oeldorf-Hirsch, A., (2017). Factor, random. In M. Allen (Ed.), *The SAGE encyclopedia of communication research methods* (pp. 500-502)*.* Thousand Oaks, CA: Sage Publications. https://dx.doi.org/10.4135/9781483381411.n182

Oeldorf-Hirsch, A. (2012). [Review of the book *Tales from Facebook*, by D. Miller]. *International sociology review of books, 27*, 677-679. https://doi.org/10.1177/0268580912452374

PRESENTATIONS

Peer-Reviewed Conference Presentations, Panels, and Workshops

Oeldorf-Hirsch, A., & Chen, Y. (2020, May). *Who cares about screen time? Predicting the use of mobile phone tracking features.* Paper to be presented at the 70th annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Pittman, M., Oeldorf-Hirsch, A., & Brannan, A. (2020, May). *Under the (social media) influence: Context of green advertising appeals mediates effects on purchase intent and attitude change.* Paper to be presented at the 70th annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Srinivasan, P. & Oeldorf-Hirsch, A. (2019, November). *Can I access this? A psychophysiological approach to understanding accessibility on social media.* Position paper presented at the workshop titled "Addressing the Accessibility of Social Media" at the 22nd ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), Austin, TX.

Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. (2019, August). *Credibility effects of fact-checking labels on social media news posts.* Paper presented at the 102nd annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Toronto, Canada.

Chen, Y., Oeldorf-Hirsch, A. & Christensen, J. (2018, November). *Computer-mediated communication and satisfaction between parents and college students in emerging adulthood.* Paper presented at the 104th annual convention of the National Communication Association, Salt Lake City, UT.

Srinivasan, P. & Oeldorf-Hirsch, A. (2018, November). *React, share, tweet: Re-defining engagement in the social media landscape.* Position paper presented at the workshop titled "The Changing Contours of 'Participation' in Data-driven, Algorithmic Ecosystems: Challenges, Tactics, and an Agenda" at the 21st ACM Conference on Computer-Supported Cooperative Work and Social Computing, Jersey City, NJ.

Oeldorf-Hirsch, A., & Srinivasan, P. (2018, August). *News finds them, and then what? How post-Millennials engage with social and mobile media.* Poster presented at the 101st annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Washington, DC. **Winner of the 2018 AEJMC News Audience Research Paper Award.**

Oeldorf-Hirsch, A., (2018, June). *Social media effects experiment designs: Presenting a hybrid approach.* Abstract presented at the workshop titled "Bridging the Lab and the Field" at the 12th International Conference on Web and Social Media (ICWSM), Stanford, CA.

Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. (2018, May). *Credibility effects of disputed and confirmed information in social media news memes.* Paper presented at the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.

Oeldorf-Hirsch, A., & Srinivasan, P. (2018, May). *Reflecting on Facebook news posts: Effects of active reflection strategies on knowledge.* Paper presented at the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.

Wu, T.-Y., Oeldorf-Hirsch, A., & Atkin, D. (2017, August). *No comments, but a thumbs-down: Estimating the effects of spiral of silence on online opinion expression.* Paper presented at the 100th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Chicago, IL.

Dubois, E., Dutton, W. H., Greenspon, E., Oeldorf-Hirsch, A., & Robertson, C. (2017, July). *Trust of news, information and users in the digital age*. Workshop organized for 2017 International Conference on Social Media & Society, Toronto, Canada.

Oeldorf-Hirsch, A., & DeVoss, C. (2017, May). *Processing layered news sources on Facebook: Effects on credibility and learning*. Paper presented at the 67th annual conference of the International Communication Association (ICA), San Diego, CA.

Oeldorf-Hirsch, A., & McGloin, R. (2017, May). *Is sharing really caring? Examining predictors of Facebook pictivism and its perceived influence on users*. Paper presented at the 67th annual conference of the International Communication Association (ICA), San Diego, CA.

Rainear, A., Lachlan, K., Oeldorf-Hirsch, A., & DeVoss, C. (2017, May). *Tweeting in the face of uncertainty: Examining content of state emergency management during Hurricane Joaquin*. Poster presented at the 67th annual conference of the International Communication Association (ICA), San Diego, CA.

Oeldorf-Hirsch, A., High, A., & Christensen, J., (2016, November). *Sharing mHealth information on social networking sites: Better health through social support.* Paper presented at the 102nd annual convention of the National Communication Association, Philadelphia, PA.

Oeldorf-Hirsch, A. & Nowak, K. (2016, November). *Examining impression management: Predicting modality selection for public and private self-disclosure*. Poster presented at the 102nd annual convention of the National Communication Association, Philadelphia, PA.

Obar, J. & Oeldorf-Hirsch, A. (2016, September). *The biggest lie on the internet: Ignoring the privacy and terms of service policies of social networking services*. Paper presented at the Research Conference on Communications, Information and Internet Policy (TPRC), Arlington, VA.

Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. (2016, August). *In Twitter we trust? Testing the credibility of news content from Twitter sources*. Paper presented at the 99th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Minneapolis, MN.

DeVoss, C., & Oeldorf-Hirsch, A. (2016, August). *The effect of collaborative filtering on online news processing*. Paper presented at the 99th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Minneapolis, MN.

Schmierbach, M., Oeldorf-Hirsch, A., Appelman, A., & Boyle, M. (2016, June). *Twitter me this: Does news media reliance on quoting from Twitter affect credibility and quality judgments?* Paper presented at the 66th annual conference of the International Communication Association (ICA), Fukuoka, Japan.

Oeldorf-Hirsch, A. (2015, November). *Engagement in news through active and incidental exposure on Facebook and Twitter.* Paper presented at the 101st annual convention of the National Communication Association (NCA), Las Vegas, NV.

Oeldorf-Hirsch, A. (2015, May). *Computational approaches for understanding content sharing on social networking sites*. Poster presented at the workshop titled "Computational Approaches to Advance Communication Research" at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

Oeldorf-Hirsch, A., Birnholtz, J., & Hancock, J. (2015, May). *Embarrassed by friends on Facebook: Effects of and responses to face-threatening information shared by others.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

Oeldorf-Hirsch, A. & Gergle, D. (2014, May). *Audience targeting strategies for seeking information on Facebook*. Paper presented at the 64th annual conference of the International Communication Association (ICA), Seattle, WA.

Oeldorf-Hirsch, A., Ellison, N. B., Freelon, D., & Bazarova, N. N. (2014, May). *Integrating social media data into communication research using Application Programming Interfaces (APIs)*. Panel session organized for the 64th annual conference of the International Communication Association (ICA), Seattle, WA.

Sundar, S. S., Xu, Q., & Oeldorf-Hirsch, A. (2013, June). *How deeply do we process online recommendations? Heuristic vs. systematic processing of authority and bandwagon cues.* Paper presented at the 63rd annual conference of the International Communication Association (ICA), London, UK.

Oeldorf-Hirsch, A. & Sundar, S. S. (2012, August). *Engagement with news content in online social networks*. Poster presented at the 95th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Chicago, IL.

Schmierbach, M., & Oeldorf-Hirsch, A. (2010, August). *A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions*. Paper presented at the 93rd annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Denver, CO.

Oeldorf-Hirsch, A., & Sundar, S. S. (2010, June). *Online photo sharing as mediated communication*. Paper presented at the 60th annual conference of the International Communication Association (ICA), Singapore.

Oeldorf-Hirsch, A., & Sundar, S. S. (2010, April). *Social connectedness via social media: Sharing, surviving, socializing.* Position paper presented at the workshop titled "Designing and Evaluating Affective, Aspects of Sociable Media to Support Social Connectedness" at the annual Conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.

Schmierbach, M., Xu, Q., Bellur, S., Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. (2009, August). *What do your friends say about you? Activist group evaluations in a social networking context.* Paper presented at the 92nd annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Boston, MA.

Oeldorf-Hirsch, A., & Oster, M. M. (2009, May). *Statistics don't lie, but liars use statistics: Improving our ability to interpret research.* Workshop session organized for the 2009 Teen Pregnancy Prevention Conference: The Future of Sex Education, State College, PA.

Sundar, S. S., Bellur, S., Oeldorf-Hirsch, A., & Xu, Q. (2008, July). *The Facebook paradigm for studying concepts and testing theories of communication.* Poster presented at the Methods and Measures for Communication and Cognition Research conference of the National Communication Association (NCA), College Park, MD.

Bellur, S., High, A., & Oeldorf-Hirsch, A. (2008, May). *Misery doesn't love company: An exploration of emotional bandwidth on online social networks.* Paper presented at the 58th annual conference of the International Communication Association (ICA), Montreal, Canada.

Oeldorf-Hirsch, A., Allen, K., & Zhang, M. (2007, August). *An analysis of factors: How candidate image affects present day voters.* Poster presented at the 90th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Washington, D.C.

Oeldorf-Hirsch, A., Allen, K., & Zhang, M. (2007, February). *An analysis of factors: How candidate image affects present day voters.* Paper presented at the annual midwinter conference of the Association for Education in Journalism & Mass Communication (AEJMC), Reno, NV.

Sinclair, R. R., Hammer, L. B., Oeldorf-Hirsch, A., Brubaker, T. (2006, March). *Do academics and practitioners agree on occupational health psychology priorities?* Paper presented at Work, Stress, and Health 2006: Making a Difference in the Workplace, Miami, FL.

Neff, N. L., McInroe, J., Oeldorf-Hirsch, A. (2006, February). *Subjective evaluations in traditional and online graduate programs in industrial organizational psychology.* Poster presented at the 27th annual Industrial/Organizational Behavior (IOOB) Graduate Student Conference, Branding IOOB: From our Forefathers to the New Frontier, Washington, D.C.

Chiaburu, D. S., Marinova, S. V., Oeldorf-Hirsch, A., & Lindsay, D. R. (2006, February). *When is this part of my job? Fairness, trust and their interaction.* Paper presented at the 27th annual Industrial/Organizational Behavior (IOOB) Graduate Student Conference, Branding IOOB: From our Forefathers to the New Frontier, Washington, D.C.

Invited Academic Presentations, Lectures, and Panel Participation

Engaging social media news consumers in the age of incidental exposure and algorithms-
Invited speaker, Department of Plant Science and Landscape Architecture, University of Connecticut, January 2020

Cell phones and us – Panelist, Goodtalk, May 2019

Engaging with health, news, and science through information sharing on social media – Keynote speaker, 3rd Annual UConn Center for mHealth and Social Media Conference, May 2019

Social media for academics – Invited speaker, #UConnSocialDay, University of Connecticut, March 2019

Sharing tracked health information on social media – Guest lecturer, Social Media & Society (undergraduate course), Marist College, March 2019

Information sharing as communication: The nuances of engagement on social media – Invited speaker, Rudd Center for Food Policy and Obesity, University of Connecticut, November 2018

Storytelling in a digital age – Panelist, Department of Communication, Department of English, Center for Career Development; University of Connecticut, October 2018

Technology research in communication – Invited speaker, CollabLab, Northwestern University, April 2016

News credibility in social media – Guest lecturer, Digital Political Communication graduate seminar, Department of Communication, University of Connecticut, November 2015

Engagement with information on social media – Invited speaker, Communication Society, University of Connecticut, April 2015

Sharing and information-seeking on social network sites – Guest lecturer, Computer-Mediated Communication (graduate seminar), Department of Communication, University of Connecticut, November 2014

Information sharing as communication in online social networks – Invited speaker, Industrial/Organizational Psychology program, Department of Psychology, University of Connecticut, April 2014

Information sharing as communication in online social networks – Invited speaker, Social Psychology program, Department of Psychology, University of Connecticut, March 2014

Content sharing as communication in online social networks – Guest lecturer, Digital Information Design (undergraduate course), Winthrop University, October 2012

Is Facebook making us shallow? – Panelist, University of South Carolina-Beaufort, March 2011

Sexual messages in the media – Guest lecturer, Introduction to Health and Human Sexuality (undergraduate course), Biobehavioral Health department, Pennsylvania State University, Spring 2010

Internet and social media effects – Guest lecturer, Introduction to Media Effects (undergraduate course), College of Communications, Pennsylvania State University, Spring 2010

Portrayals of gays and lesbians in entertainment media – Guest lecturer, Introduction to Media Effects (undergraduate course), College of Communications, Pennsylvania State University, Fall 2007-2009

Invited Symposium Participation

CSST Decennial Sociotech Futures Symposium – University of Michigan, June 2018

Theorizing Communication in a Digitally Networked Age – Pennsylvania State University, June 2017

Symposium on Communication Technology – Ohio State University, June 2015

Summer Research Institute – Consortium for the Science of Socio-Technical Systems (CSST), June 2011

GRANTS & FELLOWSHIPS

Online course development grant, eCampus, University of Connecticut, 2019: $7,500

Service learning faculty fellowship, Office of Public Engagement, University of Connecticut, 2018: $1,000

Faculty research award, Facebook Research and Academic Relations Program, 2016: $25,000

Training STEM Graduates to Communicate in the Digital Age, and Measuring Whether It Works (Role: Senior Personnel; PI: Rubega), National Science Foundation Research Traineeship (NRT) Program, 8/1/2015-7/31/2018; $500,000

Dissertation award, College of Communications, Pennsylvania State University, 2009; $14,625

Robert Graham Endowed Graduate Fellowship, Pennsylvania State University, 2006; $1,750

TEACHING

Course Developer

COMM 4640: Social Media: Research and Practice (Service learning course)
Department of Communication, University of Connecticut, 2017-present

COMM 5640: Social Media Use and Effects (Graduate seminar)
Department of Communication, University of Connecticut, 2016-present

Instructor

COMM 3300: Effects of Mass Media
Department of Communication, University of Connecticut, 2014-present
Course Supervisor, 2014-present

COMM 3600: New Communication Technologies
Department of Communication, University of Connecticut, 2014-present

COMM 4660W: Computer-Mediated Communication (Writing-intensive course)
Department of Communication, University of Connecticut, 2016

COMM 420: Research Methods in Advertising and Public Relations
College of Communications, Pennsylvania State University, 2008-2010

Responsible Conduct of Research seminar (required training for NSF-funded researchers)
Department of Communication Studies, Northwestern University, November 2013

Teaching Assistant

COMM 506: Introduction to Research Methods in Mass Communication (Graduate course)
College of Communications, Pennsylvania State University, 2010

COMM 517: Psychology of Communication Technology (Graduate course)
College of Communications, Pennsylvania State University, 2009

COMM 418: Media Effects
College of Communications, Pennsylvania State University, 2009

COMM 420: Research Methods in Advertising and Public Relations
College of Communications, Pennsylvania State University, 2007

COMM 118: Introduction to Media Effects
College of Communications, Pennsylvania State University, 2006-2007

PSY 461: Personnel Testing
Department of Psychology, Pennsylvania State University, 2006

PSY 451: Leadership in Work
Department of Psychology, Pennsylvania State University, 2005

PSY 231: Industrial Psychology
Department of Psychology, Pennsylvania State University, 2005

Teaching Certificates

Exploring Online Learning certificate, Center for Excellence in Teaching and Learning, University of Connecticut, 2019

Designing Hybrid/Blended Courses certificate, Center for Excellence in Teaching and Learning, University of Connecticut, 2019

Teaching with Technology certificate, Information Technology Services, Pennsylvania State University, 2010

Graduate Teaching Certificate, Graduate School, Pennsylvania State University, 2009

Teaching Awards and Honors

Recognition of teaching excellence, Office of the Provost, University of Connecticut, Spring 2015- Fall 2018

Most innovative professor, Communication Society, University of Connecticut, 2016

Most valuable professor, UConn Athletics, University of Connecticut, 2015

AWARDS

Article of the Year Award, Mass Communication and Society, Association for Education in Journalism and Mass Communication, 2019: $500.

News Audience Research Paper Award, Association for Education in Journalism and Mass Communication, 2018: $500

Herbert S. Dordick Dissertation Award, Communication and Technology division of the International Communication Association, Runner-up, 2012

SERVICE

Service to the Department

Member, Faculty Search Committee, 2019-present

Member, Graduate Admissions Committee, 2015-2017, 2018-present

Member, Graduate Studies Committee, 2017-2019

Member, Undergraduate Studies Committee, 2015-2019

Chair, Public Relations Committee, 2015-2018

Judge, Communication Society's Public Speaking Competition, April 2017, April 2019

Member, Speaker Series Committee, 2014-2016

Member, Journal Review and Evaluation Committee, 2014-2015

Service to the University

Social media consultant, #UConnSocialDay, University of Connecticut, March 2019

Judge, Postdoc Datablitz Competition, University of Connecticut, September 2018

Reviewer, UConn IDEA Grants, University of Connecticut, 2016

Judge, Graduate Research Exhibition, Pennsylvania State University, 2008, 2010

College of Communications liaison, Information Sciences and Technology Graduate Symposium, Pennsylvania State University, 2009

Service to the Field

Website chair, Communications Committee, Communication Technology Division of the Association for Education in Mass Communication and Journalism, 2019-present

Faculty mentor, Doctoral Consortium of the Communication and Technology Division, International Communication Association, 2019-present

Social media manager, Communication and Technology (division of the International Communication Association, 2018-present

Program committee member, ICWSM workshop: Bridging the Lab and the Field, 2018

Program committee member, International AAAI Conference on Web and Social Media (ICWSM), 2017-2018

Editorial board member, Journal of Media Psychology, 2015-present

Ad-hoc journal reviewer

Behaviour & Information Technology, Communication Monographs, Communication Research Reports, Communication Studies, Computers in Human Behavior, First Monday, Health Communication, Human Communication Research, Informatics, Information Communication & Society, International Journal of Human-Computer Interaction, Journal of Broadcasting & Electronic Media, Journal of Children and Media, Journal of Communication, Journal of Computer-Mediated Communication, Journal of Information Policy, Journalism, Journalism & Mass Communication Quarterly, Mass Communication and Society, Media Psychology, New Media & Society, Oxford Bibliographies, Psychology of Popular Media Culture, Social Media + Society, Social Science Research, The Social Science Journal, Telematics and Informatics, Transactions on Computer-Human Interaction, Transactions on the Web

Conference reviewer

AEJMC Midwinter Conference, 2020

International Communication Association (ICA) annual conference, 2010-2020

ACM SIGCHI Conference on Human Factors in Computing Systems (CHI), 2012-2020

Association for Education in Journalism and Mass Communication (AEJMC) annual conference, 2012-2019

National Communication Association (NCA) annual conference, 2015-2017

ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW), 2014-2017

Association for Information Science and Technology (ASIST) annual meeting, 2014

InfoSocial: A Media, Technology, and Society Graduate Research Conference, Northwestern University, 2013

New Media Theory: How Far Have We Traveled?, 2010

Conference session chair/discussant

Communication and Technology Division, International Communication Association (ICA) annual conference, 2014-present

Top Student Papers, Communication Technology Division, Association for Education in Journalism and Mass Communication (AEJMC) annual conference, 2012

Affiliations

Association for Education in Journalism and Mass Communication (AEJMC), 2007-present

International Communication Association (ICA), 2008-present;
     Founding member, Computational Methods Interest Group, 2016

National Communication Association (NCA), 2014-2016

The Association for Computing Machinery Special Interest Group for Computer Human Interaction (ACM SIGCHI), 2008-2013

PUBLIC ENGAGEMENT

Presentations to Public and Non-Academic Audiences

Decoding social media – Panelist for UConn Science Salon, Upward Hartford, Hartford, CT, November 2019

I like this: Benefits of social media use across the lifespan – Presentation to UConn alumni at College Experience, Storrs, CT, October 2019

Sozialen medien (social media, presented in German) – Lesson for students at Kirchbergschule, Bensheim, Germany, December 2018

How to be a good digital citizen – Assembly presentation to Dolan Middle School, Stamford, CT, May 2018

Kids and teens on social media – Presentation to residents at the Institute of Living, Hartford Hospital, Hartford, CT, February 2017

"Liking" headlines: How we engage with and learn from the news on social media –
Presentation to UConn alumni at Alumni College, Boca Raton, FL, January 2017

Social media's complex role in our lives – Public talk at Connecticut Science Center's Beyond
the Podium series, Hartford Public Library, Hartford, CT, August 2015

Public Outreach and Service

Service learning partnership with Connecticut Science Center for COMM 4640, Spring 2019

Judge, #daVinciCoder hackathon, Connecticut Science Center, May 2016

Judge, #BeautyByMe all girls hackathon, Connecticut Science Center, May 2015

Media Interviews

Episode 12: Guest Anne Oeldorf-Hirsch. (2019, June 2). *COMMPENDIUM: The
Communication Podcast*. https://www.youtube.com/watch?v=AQac_FYT1bI

UConn professors research social media's role in health sharing. (2018, October 15). *The Daily
Campus,* Storrs, CT. http://dailycampus.com/stories/2018/10/15/uconn-professors-research-
social-medias-role-in-health-sharing

The role of feedback in health information sharing. (2018, October 8). *UConn Today*, Storrs, CT.
https://today.uconn.edu/2018/10/role-feedback-health-information-sharing/

Episode 17: A visit from Miss Connecticut. (2018, October 3). *UConn 360: The UConn Podcast*.
https://uconn.edu/uconn360-podcast/episode-17-a-visit-from-miss-connecticut/

Losing face on Facebook. (2017, December 11). *UConn Today*, Storrs, CT.
https://today.uconn.edu/2017/12/losing-face-facebook/

When posts embarrass: Saving face on Facebook. (2017, October 18). *The Vindicator*,
Youngstown, OH. https://www.vindy.com/news/2017/oct/18/when-posts-embarrass-saving-face-
on-face/

Click to agree with what? No one reads terms of service, studies confirm. (2017, March 3). *The
Guardian*. https://www.theguardian.com/technology/2017/mar/03/terms-of-service-online-
contracts-fine-print

The privacy paradox. (2016, August 16). *UConn Today,* Storrs, CT.
https://today.uconn.edu/2016/08/privacy-paradox/

Sharing news on Facebook boosts involvement. (2015, January 26). *UConn Today*, Storrs, CT.
https://today.uconn.edu/blog/2015/01/sharing-news-on-facebook-boosts-involvement/

Facebook sharing can boost involvement with news and information. (2015, January 15). *Penn State News*, State College, PA. https://news.psu.edu/story/340834/2015/01/15/research/facebook-sharing-can-boost-involvement-news-and-information

Facebook – A special report. (2010, November 2). *WTAJ*, Altoona, PA. https://www.wearecentralpa.com/story/facebook-a-special-report/d/story/9ln7kdfgdUGowIaOT4pmRA

Select Media Coverage of Research

What the controversy over Facebook's privacy policy reveals about the company and us. (2018, June 6). *All Things Considered, National Public Radio.* https://www.npr.org/2018/06/06/617676327/what-the-controversy-over-facebooks-privacy-policy-reveals-about-the-company-and

You're not alone, no one reads terms of service agreements. (2017, November 15). *Business Insider*. https://www.businessinsider.com/deloitte-study-91-percent-agree-terms-of-service-without-reading-2017-11

When you check the box, check your outrage. (2016, September 6). *Boston Globe*. https://www.bostonglobe.com/opinion/2016/09/05/when-you-check-box-check-your-outrage/VaaUTAc67jYPgQWa457UvN/story.html

Do you read terms of service contracts? Not many do, research shows. (2016, August 23). *Morning Edition, National Public Radio*. https://www.npr.org/2016/08/23/491024846/do-you-read-terms-of-service-contracts-not-many-do-research-shows

OTHER PROFESSIONAL EXPERIENCE

Expert Witness, Social media privacy case, Thomson Reuters Expert Witness Services, 2013

Account Strategist, DemandEngine, Savannah, GA, 2012

Graduate Research Intern, Technology for Emerging Markets, Microsoft Research India, Bangalore India, 2011