

LUCY ATKINSON

School of Advertising & PR
Moody College of Communication
The University of Texas at Austin
Austin TX 78712

lucyatkinson@austin.utexas.edu
www.lucyatkinson.com
512.471.6665

EDUCATION

- 2009 Ph.D. University of Wisconsin – Madison
School of Journalism & Mass Communication
Advisor: Dhavan Shah
Minor: Marketing, School of Business (Advisor: Craig Thompson)
Dissertation Title: ‘Politics by Other Means:’ Marketing, Consumption and Engagement
- 1998 M.A. New York University, New York, NY
Major: Journalism & Mass Communication
- 1997 B.A. McGill University, Montreal, Quebec, Canada
Double Major: Geography and Latin American-Caribbean Studies

UNIVERSITY APPOINTMENTS

- 2016-pres Associate Professor
- 2009-2016 Assistant Professor
Stan Richards School of Advertising & PR
Moody College of Communication
University of Texas at Austin
- Spring 2007 Course Instructor
University of Wisconsin – Madison
School of Journalism & Mass Communication
- 2003-2008 Teaching Assistant
University of Wisconsin – Madison
School of Journalism & Mass Communication

COURSES TAUGHT – UNIVERSITY OF TEXAS AT AUSTIN

- ADV315 History and Development of Advertising (undergraduate, elective)
- WGS301 History and Development of Advertising (undergraduate, elective)
- ADV f315 History and Development of Advertising (undergraduate, elective, online)
- ADV318 Consumer Psychology (undergraduate, elective)
- ADV385 Advertising, Sustainability and the Conscientious Consumer (graduate, elective)
- ADV373 Integrated Communication Campaigns (undergraduate, required)
- PR377K Integrated Communication Campaigns (undergraduate, required)
- COM370 Media & Consumer Culture in the Lives of Children & Teens (Senior Fellows class)
- ADV380J Quantitative & Qualitative Research (graduate, required, online)
- ADV378 Communicating Sustainability (undergraduate, elective)
- PR378 Communicating Sustainability (undergraduate, elective)

COURSES TAUGHT – UNIVERSITY OF WISCONSIN—MADISON

- JOUR646 Mass Media and the Consumer

AFFILIATIONS

2021-present Associate Director, Texas Immersive Institute
 2020-present Associate Director, Global Sustainability Leadership Institute
 2019-present Senior Faculty Research Associate, Center for Media Engagement
 2017-present Provost's Teaching Fellow
 2015-present Faculty Affiliate, RGK Center for Philanthropy and Community Service, LBJ School of Public Affairs
 2014-present Faculty Affiliate, Center for Health Communication
 2014-present Faculty Affiliate, Environmental Science Institute
 2010-present Faculty Affiliate, Center for Women's and Gender Studies
 2010-present Research Affiliate, PUSH: Public Understanding of Science and Health

GRANT EXPERIENCE: EXTERNAL FUNDING

Vaccine Confidence Fund (2021-2022). "Leveraging Moral Values and Social Media to Boost Vaccine Confidence and Overcome Medical Mistrust and Historical Racism among Black Populations in the U.S. and Cameroon." \$180,000. PI: Atkinson with Co-PIs: LeeAnn Kahlor, Sean Upshaw, Lillie Williamson, Jean-Louis Ntang Beb.

ExxonMobil (2020-2022). "Overcoming Public Uncertainty about Carbon Capture and Storage." PI: Atkinson. \$580,000. Role: PI: Atkinson, with Co-PI: Hilary Olson and Co-investigators: LeeAnn Kahlor, Deena Kemp and Larry Lake.

Transformative Consumer Research (Association for Consumer Research) (2021-2022). "Environmental Consumption Patterns in Early Motherhood: The Evolving and Diverse Notions of the Good Green Mother Identity." \$1,500, PI: Abi Ghannam, Co-investigator: Atkinson

Department of Energy. (2018-2020). Offshore Gulf of Mexico Partnership for Carbon Storage: Resources and Technology Development GOMCarb." Co-PI: Atkinson. \$4,397,349 awarded to UT (\$339,180 for my research over two years).

FCT (Portuguese Foundation for Science and Technology) and UT Austin|Portugal International Collaboratory for Emerging Technologies, CoLab. (2018-2019). "Immersive virtual reality environments to evaluate audience attitudes about science communication projects: a pilot study of deep sea ecosystems." \$190,000 from FCT and \$79,128 from UT. PI (USA): Atkinson; PI (Portugal): Morais

Meadows Foundation. (2017). "Dallas Votes: A Study of Millennial Voters in a Metropolitan Election Project." \$50,000. PI: Atkinson

Waterhouse Family Institute for the Study of Communication and Society. (2016). "Beyond fear: Examining the influence of discrete emotions on corporate climate change communication and action." \$10,000. PI: Atkinson

Arthur W. Page Center Legacy Scholars Grant. (2015). "Emotions and climate change: moving beyond fear to examine the role of hope, happiness, sadness and guilt." \$6,000. PI: Atkinson

Transformative Consumer Research Advisory Committee at the Association for Consumer Research. (2013). "Good Green Mothers: First-Time Expecting Mothers' views on Environmental Consumption and their Mothering and Activist Roles." \$750. PI: Atkinson

Betty F. Elliott Initiative for Academic Excellence, Business of Sustainability, College of Business, University of Michigan-Dearborn. (2010). “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” \$15,000. PI: Atkinson

Mass Communication & Society Division of the Association for Education in Journalism & Mass Communication. (2010). \$5,000. “Timmy has new Skechers; he says they help him run fast (Liam, age 4):” Developing an audience-focused model of consumer socialization processes among preschoolers that accounts for indirect, contextual and contingent effects of mass media. PI: Atkinson

Transformative Consumer Research Advisory Committee at the Association for Consumer Research. (2010). “The missing link? Exploring the role of consumer socialization and political consumption in the political socialization of young people.” \$1,500. PI: Atkinson

GRANT EXPERIENCE: UNIVERSITY OF TEXAS GRANTS & RESEARCH AWARDS

The University of Texas at Austin Green Fee (2021-2020). “To Be Green or To Be Cool? The Moderating Role of Intrinsic vs. Extrinsic Motivations on Conspicuous Consumption.” \$4,850. PI: Cinthia Jimenez Matamoros (graduate student), Faculty PI: Lucy Atkinson

The University of Texas at Austin Green Fee (2021-2020). “Leveling Up Your Green Game: Changing Sustainable Behavior Through Gamification.” \$5,000. PI: Pooja Iyer (graduate student), Faculty PI: Lucy Atkinson

The University of Texas at Austin Green Fee (2021-2020). “Fighting Public Misperceptions of Science: Developing Campaigns to Promote Young Generations’ Public Engagement in Climate Change.” \$5,000. PI: Won-Ki Moon (graduate student), Faculty PI: Lucy Atkinson

The University of Texas at Austin Green Fee (2021-2020). “Into a Highly Mediated World: Exploring the Effects of 360-degree Videos on Enhancing Pro-environmental Engagement.” \$4,700. PI: Na Yu (graduate student), Faculty PI: Lucy Atkinson

The University of Texas at Austin Green Fee (2020-2021) “Seeing Green: The Role of Augmented and Virtual Reality Messages on Environmental Attitudes and Behaviors.” \$30,500. PI: Atkinson.

The University of Texas at Austin Green Fee (2020-2021) “Can you spare a dime? Economic nudges as motivators to reduce single-use plastic bags and promote green consumer behaviors” \$4,320. PI: Yang (graduate student). Role: Faculty supervisor.

University of Texas at Austin, Office of the Vice President for Research, Academic Enrichment Fund. (2019-2020). To fund a collaborative workshop with scholars from Portugal. \$2,500. PI: Atkinson.

University of Texas at Austin, President’s Award for Global Learning. (2018-2019). To fund an interdisciplinary, student-led, global engagement project called “Addressing Cambodia’s Waste Management Challenges: A Proposal for Co-Generating Entrepreneurial Solutions with Local Communities.” \$135,000. Co-PI: Atkinson.

** Selected as one of three teams featured at the fall 2019 UT Development Board Meeting to present to 175 guests, including the International Board of Advisors, high-level donors and university leadership. Only team mentioned by UT President Fennes in his State of the University Address.*

University of Texas at Austin, Office of the Vice President for Research. (2017-2018). “Virtual Greenness: The Role of Eco-themed Video Games in Fostering Pro-environmental Attitudes and Behaviors.” \$750. PI: Atkinson.

The University of Texas at Austin Green Fee (2017-2018) “When doing good means doing harm: the unintended, uncivic consequences of political consumption” \$20,461. PI: Atkinson.

The University of Texas at Austin Green Fee (2017-2018) “Spokesanimal Wanted! Developing an Optimal Communication Strategy to Reduce Food Waste on Campus” \$5,500. PI: Jeon (graduate student). Role: Faculty supervisor.

The University of Texas at Austin Green Fee (2017-2018) “The Early Bird Kills the Worm: How Advance Notice of Green Campaigns Licenses Non-green Behaviors” \$4,880. PI: Ryoo (graduate student). Role: Faculty supervisor.

The University of Texas at Austin Green Fee (2017-2018) “You’ve Got a (Green) Friend in Me: The Role of Social Norms in Fostering Recycling Among Students” \$5,140. PI: Choi (graduate student). Role: Faculty supervisor.

University of Texas at Austin, Office of the Vice President for Research. (2013-2014). “When Doing Good Means Doing Harm: The Unintended, Uncivic Consequences of Political Consumption.” \$750. PI: Atkinson.

University of Texas at Austin, College of Communication. (2011-2012). “Sustainable citizenship: Connecting consumption, communication and civic engagement among young Americans.” \$6,000. PI: Atkinson.

University of Texas at Austin, Office of the Vice President for Research. (2010-2011). “Selling Solutions: Exploring the Relationship between Green Marketing Appeals and the Environmental Crisis.” \$750. PI: Atkinson.

University of Texas at Austin, Texas Program in Sports and Media (2010-2011). “Parental Mediation of Sports Content on Television” \$5,500. PI: Cicchirillo; Role: Co-Investigator.

PEER-REVIEWED JOURNAL PUBLICATIONS

indicates graduate student co-author at time of submission

1. Ahn, J., Kim, H.K., Kahlor, L., **Atkinson, L.**, & Noh, G-Y. (2021) The Impact of Emotion and Government Trust on Individuals’ Risk Information Seeking and Avoidance during the COVID-19 Pandemic: A Cross-country Comparison. *Journal of Health Communication*, 26(10), 728-741.
2. Hong, J., Lim, R. & **Atkinson, L.** (2021). “Doing Good” vs. “Being Good”: The Interplay between Pride Appeals and Regulatory-Focused Messages in Green Advertising. *Journal of Applied Social Psychology*, 51(11), 1089-1108.
3. Moon, W.-K., # **Atkinson, L.**, Kahlor, L. A., Yun, C. I., # & Son, H. (2021). U.S. Political Partisanship and COVID-19: Risk information Seeking and Prevention Behaviors to the Health Communication. *Health Communication*.
4. Lee, S., **Atkinson, L.** & Sung, Y. (2020). Online Bandwagon Effects: Quantitative vs. Qualitative Cues in Online Comments Sections. *New Media & Society*.
5. Jin, E. # & **Atkinson, L.** (in-press). “The Moderating Role of Emotion: The Combinatory Effects of Positive Emotion and News Framing Techniques on Climate Change Attitudes.” *Journalism & Mass Communication Quarterly*, 98(3): 749-768.

6. Kim, H. K., Ahn, J., **Atkinson, L.**, & Kahlor, L. A. (2020). Effects of COVID-19 Misinformation on Information Seeking, Avoidance, and Processing: A Multicountry Comparative Study. *Science Communication*, 42(5), 586-615.
7. Li, D. and **Atkinson, L.** (2020). The role of psychological ownership in consumer happiness. *Journal of Consumer Marketing*, 37(6), 629-638.
8. Li, D. and **Atkinson, L.** (2020 online first). Effect of Emotional Victim Images in Prosocial Advertising: The Moderating Role of Helping Mode. *International Journal of Nonprofit and Voluntary Sector Marketing*, 25(4), e1676.
9. Kahlor, L., Yang, J., Li, X., Wang, W.,[#] Olson, H.C., **Atkinson, L.** (2020). Environmental Risk (and Benefit) Information Seeking Intentions: The Case of Carbon Capture and Storage in Southeast Texas. *Environmental Communication*, 14, 4, 555-572.
10. Kang, E.Y. & **Atkinson, L.** (2019) "Effects of message objectivity and focus on green CSR communication: The strategy development for a hotel's green CSR message." *Journal of Marketing Communications*, 27(3): 229-249.
11. Lee, S.Y.[#] and **Atkinson, L.** (2019). "Never Easy to Say "Sorry": Exploring the Interplay of Crisis Involvement, Brand Image and Message Appeal in Developing Effective Corporate Apologies. *Public Relations Review*, 45(1): 178-188.
12. Lazard, A., Mackert, M., Bock, M., Love, B., Dudo, A., & **Atkinson, L.** (2018) "Visual Assertions: Effects of Photo Manipulation and Dual Processing for Food Advertisements." *Visual Communication Quarterly*, 25(1): 16-30.
13. Kim, S., Choi, S., & **Atkinson, L.** (2017). "Congruence effects of corporate associations and crisis issue on crisis communication strategies." *Social Behavior and Personality: An International Journal*, 45(7): 1085-1098.
14. Nelson, M., **Atkinson, L.**, Rademacher, M. and Ahn, R.[#] (2017) "How Media Use and Family Build Children's Persuasion Knowledge." *Journal of Current Issues & Research in Advertising*, 38(2): 165-183.
15. Roser-Renouf, C., **Atkinson, L.**, Maibach, E.W. and Leiserowitz, A. (2016). "The Consumer as Climate Activist: Objectives, Beliefs and Behaviors." *International Journal of Communication*, 10: 4759-4783.
16. Kang, E.Y.[#] & **Atkinson, L.** (2016) "Pro-social Outcomes of Hotel CSR's Perceived Motives." Published online first in *Social Marketing Quarterly*, 22(4): 307-324.
17. AbiGhannam, N.[#] and **Atkinson, L.** (2016) "Good green mothers consuming their way through pregnancy: the roles of environmental identities and information seeking in coping with the transition." *Consumption Markets & Culture*, 19(5): 451-474.
18. **Atkinson, L.** (2015) "Good Corporate Citizenship: Predictors of support for corporate social justice as an element of sustainable citizenship norms in Europe." *International Journal of Communication*, 9: 3223-3244.
19. **Atkinson, L.** (2015) "Locating the "politics" in political consumption: A conceptual map of four types of political consumer identities." *International Journal of Communication*, 9: 2047-2066.
20. **Atkinson, L.** and Kim, Y.[#] (2015). "'I Drink It Anyway and I Know I Shouldn't': Understanding Green Consumers' Positive Evaluations of Norm-violating Non-green Products and Misleading Green Advertising." *Environmental Communication*, 9(1): 37-57.
21. **Atkinson, L.**, Nelson, M. and Rademacher, M. (2015) "A Humanistic Approach to Understanding Child Consumer Socialization in the Home." *Journal of Children and Media*, 9(1): 95-112.

22. Lazard, A.[#] and **Atkinson, L.** (2015) “Putting Environmental Infographics Center Stage: The Role of Visuals at the ELM’s Critical Point of Persuasion.” *Science Communication*, 37(1): 6-33.
23. Katz-Kimchi, M. and **Atkinson, L.** (2014) “Popular climate science and painless consumer choices: Communicating climate change in the Hot Pink Flamingos exhibit, Monterey Bay Aquarium.” *Science Communication*, 36(6): 754-777.
24. Sojung, K.[#] and **Atkinson, L.** (2014) “Responses toward Corporate Crisis and Corporate Advertising.” *Journal of Promotion Management*, 20(5): 647-665.
25. **Atkinson, L.** (2014). “Green moms: the social construction of a green mothering identity via environmental advertising appeals.” *Consumption, Markets & Culture*, 17(6): 553-572.
26. Dudo, A., Cicchirillo, V., **Atkinson, L.**, & Marx, S.[#] (2014). “Portrayals of science and scientists in video games: A potential avenue for informal science learning.” *Science Communication*, 36(2): 219-247.
27. **Atkinson, L.** and Rosenthal, S.[#] (2014). “Signaling the green sell: the influence of eco-label source and argument specificity on consumer trust.” *Journal of Advertising*, 43(1): 33-45.
* Selected for inclusion in the *Journal of Advertising’s* special virtual issue (2018) on advertising research and public policy
28. **Atkinson, L.** (2013). “Smart shoppers? Using QR codes and “green” smartphone apps to mobilize sustainable consumption.” *International Journal of Consumer Studies*, 37: 387-393.
29. **Atkinson, L.** (2012). “Buying in to Social Change: How private consumption choices engender concern for the collective,” *The Annals of the American Academy of Political and Social Science*, 644(1): 191-206.
30. Wood, M.L.M., Nelson, M.R., **Atkinson, L.** and Lane, J.B. (2008). “Social Utility Theory: Guiding Labeling of VNRs as Ethical and Effective Public Relations.” *Journal of Public Relations Research*, 20/2: 231-249.
31. Friedland, L., Shah, D.V., Lee, N-J., Rademacher, M.A., **Atkinson, L.** and Hove, T. (2007) “Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the United States,” *The Annals of the American Academy of Political and Social Science*, 611: 31-50.

INVITED ARTICLES, CHAPTERS AND SPECIAL SECTIONS

1. **Atkinson, L.** (2017). “Portrayal and Impacts of Climate Change in Advertising and Consumer Campaigns.” In M. C. Nisbet (Ed.), *The Oxford Encyclopedia of Climate Change Communication*. Oxford University Press. [peer reviewed]
2. Dudo, A., Copple, J. and **Atkinson, L.** (2017). “Entertainment Film and TV Portrayals of Climate Change and their Societal Impacts.” In M. C. Nisbet (Ed.), *The Oxford Encyclopedia of Climate Change Communication*. Oxford University Press. [peer reviewed]
3. **Atkinson, L.**, Takahashi, B., and Katz-Kimchi, M. (2016). “Special Section Introduction: Climate and Sustainability Communication Campaigns.” *International Journal of Communication*, 10: 4731-4735.
4. **Atkinson, L.** (2015). “Green Consumption.” In D.T. Cook and J.M. Ryan (Eds.) *Encyclopedia of Consumption and Consumer Studies*. Wiley-Blackwell.
5. Sheehan, K. and **Atkinson, L.** (2012). “From the guest editors: Special issue on green advertising: Revisiting green advertising and the reluctant consumer.” *Journal of Advertising*, 41(4): 5-7.
6. **Atkinson, L.** (2008). “Review of ‘Online Journalism Ethics: Traditions and Transitions,’ by Cecilia Friend & Jane Singer.” *New Media & Society*, 10: 671-674.

EDITED BOOKS

1. Sheehan, K. and **Atkinson, L.** Eds. (2014). *Green Advertising and the Reluctant Consumer*. Taylor & Francis: Oxfordshire, UK.

REFEREED BOOK CHAPTERS

1. Copeland, L. and **Atkinson, L.** (2016) "Political and Ethical Considerations in the Evolution of Consumer Activism as a Form of Political Participation and Civic Engagement." In T Newholm, A. Chatzidakis, M. Carrington, & D. Shaw (Eds.), *Ethics and Morality in Consumption: Interdisciplinary Perspectives*. New York: Routledge.
2. **Atkinson, L.** (2015). "Buying in or tuning out: The role of consumption in politically active young adults." In H. Gil de Zuniga and S. Reese (Eds.) *New Agendas in Communication: New Technologies and Civic Engagement*. New York: Routledge.
3. McLeod, D.M., Shah, D.V., **Atkinson, L.**, Nah, S. and Hwang, H. (2014). "Designing the Studies," In Douglas M. McLeod and Dhavan V. Shah (Eds.), *News Frames and National Security: Covering "Big Brother"*, New York: Cambridge University Press.
4. **Atkinson, L.** (2013). "Clarifying, Confusing or Crooked? Interpretations of green advertising claims by ethically minded consumers." In M. Drumwright and S. Reese (Eds.) *Ethical Issues in Communication Professions: New Agendas in Communication*. New York: Routledge.

EDITED SPECIAL ISSUES OF JOURNALS

1. **Atkinson, L.** and Katz-Kimchi, M., Special Issue Editors. (2016). *Climate and Sustainability Communication Campaigns. International Journal of Communication, 10*.
2. Sheehan, K. and **Atkinson, L.** Special Issue Editors. (2012). *Special issue on green advertising: Revisiting green advertising and the reluctant consumer*. Journal of Advertising, 41(4).

REFEREED JOURNAL PUBLICATIONS: REVISE AND RESUBMIT

1. Wang, W., **Atkinson, L.**, Kahlor, L., Jamar, P. & Lim, H.S. "Flattening the Curve for Covid-19 Risk Information Avoidance in the U.S.: The Role of Norms, Attitudes, Affect, Social Dominance Orientations and Mistrust." Under second round review at *Risk Analysis*.

REFEREED PROCEEDINGS

1. Ryoo, Y., Drumwright, M., & Atkinson, L. (2020). "How Social Norms Moderate Consistency and Licensing Effects in Social Media." *The Proceedings of the 2020 Annual Conference of the American Academy of Advertising*.
2. Li, D. # and **Atkinson, L.** (2016). "Happy to Help: Emotional Facial Expressions In Advertising And Consumer Philanthropy." *The Proceedings of the 2016 Annual Conference of the American Academy of Advertising*.
3. Choi, J. #, Ryoo, Y. #, Choi, T. # and **Atkinson, L.** (2016). "Leo or Carrie? The Role of Celebrity Endorsements and Political Ideology in the Context Of Green Advertising Claims." *Proceedings of the 2016 Annual Conference of the American Academy of Advertising*.
4. Kim, S. #, Choi, M. and **Atkinson, L.** (2013) "The Moderating Role of Perceived Fit between Corporate Associations and Crisis Type." *The Proceedings of the 2013 Annual Conference of the American Academy of Advertising*.

5. **Atkinson, L.** (2010). "Socially Conscious Consumption and Civic Engagement: Mobilizing Collective Concern through Private Interest," *Advances in Consumer Research*, vol. 38.
6. **Atkinson, L.** (2010). "Selling Social Change: Marketing, Consumption and Political Engagement," *The Proceedings of the 2010 Annual Conference of the American Academy of Advertising*.
7. **Atkinson, L.** (2007). "Commodifying the Self: Online Social Networking Profiles as Brand Communities," *Advances in Consumer Research*, vol. 35.

REFEREED CONFERENCE PRESENTATIONS

1. Ryoo, Y., Drumwright, M. and **Atkinson, L.** (2020). "How Social Norms Moderate Consistency and Licensing Effects in Social Media." Accepted for presentation at the American Academy of Advertising conference, March 26-29, San Diego, CA.
2. Coelho, A., Morais, C., **Atkinson, L.**, Jacinto, A., Nóbrega, R., Miranda, M., Paiva, J.C., Moreira, L., Aguiar, T., Teixeira, A., Vieira, J., Coelho, D. (2019) "I SEA – Virtual reality to evaluate audience attitudes about science communication." Presented at the UT Austin | Portugal Program Annual Conference, Sept. 20, Braga, Portugal.
3. Kang, EY. & **Atkinson, L.** (2019). The Message Strategy for Green Corporate Social Responsibility Communication: Flattery Effects on a Hotel's Green CSR Message. Presented at the American Academy of Advertising conference, March 28-31, Dallas, TX.
4. Kim, S. # & **Atkinson, L.** (2019). Hot Deal!: The Interplay of Time Constraints and Social Influences on Online Impulse Buying. Presented at the American Academy of Advertising conference, March 28-231, Dallas, TX.
5. Hao, X. # and **Atkinson, L.** (2019). "When morals collide: the role of moral identity internalization and moral licensing effects in green consumption." Presented at the Society for Consumer Psychology annual conference, Feb. 28-March 2, Savannah, GA.
6. **Atkinson, L.** (2018). "Beyond Fear: Examining the Role of Discrete Negative Emotions in Climate Change Risk Perception." Presented at the Society for Risk Analysis's annual conference, Dec. 2-6, New Orleans, LA.
7. **Atkinson, L.** (2018). "Green sheen: Does sustainable consumption make us better people?" Presented at the International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI), June 27-30, Copenhagen, DK.
8. Hong, J. #, Lim, R. # & **Atkinson, L.** (2018). "I Am a Green Consumer – 'Doing Good' Vs. 'I Am Good': The Interplay Between Pride Appeals and Regulatory-Focused Messages in Green Advertising." Presented at the American Academy of Advertising conference, March 22-25, New York, NY.
9. Kim, S. # & **Atkinson, L.** (2018). "Why Are You Avoiding Me? A Cross-Cultural Comparison of Advertising Avoidance in Social Media Advertising." Presented at the American Academy of Advertising conference, March 22-25, New York, NY.
10. Kang, EY. & **Atkinson, L.** (2017). "Reasons Behind the Green Behavior at a Hotel: Social Norm Messages and the Norm Activation Model." Presented at the Summer American Marketing Association Conference, Aug. 4- 6, San Francisco, CA.
11. Sung, Y. H., Lee, S. Y., & **Atkinson, L.** (2017). The impact of celebrity fit with green advertising and consumers on ad effectiveness. *The 2017 Global Advertising Scholars Seminar of Korea Advertising Society*, Seoul, South Korea.

12. Kang, EY.# & **Atkinson, L.** (2017). "Effects of Message Objectivity and Focus on Green CSR Communication: The Strategy Development for a Hotel's Green CSR Message." Presented at the American Academy of Advertising, March 23-26, Boston, MA.
13. **Atkinson, L.** (2016). "The ethics of green advertising as a source of environmental information." Presented at Ethics of Society/Ethics of Communication (International Association for Media and Communication Research working group) preconference Ethics, Research and Communication: Looking Forward in Valencia, Spain.
14. Kang, EY.# & **Atkinson, L.** (2016). "Reasons Behind the Green Behavior at a Hotel: Social Norm Messages and the Norm Activation Model." Presented at the Tourism Travel and Research Association annual conference in Vail, CO.
15. AbiGhannam, N.# and **Atkinson, L.** (2016). "Good Green Mothers: First-Time Mothers Explore Their Environmentalism Against Their Transition to Motherhood." Presented at the Feminist Scholarship Division of the International Communication Association Convention, June 9-13, Fukuoka, Japan.
16. Li, D.# and **Atkinson, L.** (2016). "Happy to Help: Emotional Facial Expressions in Advertising and Consumer Philanthropy." Presented at the American Academy of Advertising, March 17-20, Seattle, WA.
17. Choi, JH.#, Ryoo, J.#, Choi, TR.# and **Atkinson, L.** (2016). "Leo or Carrie? The role of celebrity endorsements and political ideology in the context of green advertising claims." Presented at the American Academy of Advertising, March 17-20, Seattle, WA.
18. Kang, EY.# & **Atkinson, L.** (2016). "The Effect of Subjective Well-Being on Donation: What prompts altruism?" Presented to the American Marketing Association, Feb. 26-28, Las Vegas NV.
19. Kang, EY.# Kang, S.Y. & **Atkinson, L.** (2016). "Employee's Green Behavior in the Workplace and Motivations: A Comparison Between the Workplace and Household Settings." Presented to the American Marketing Association, Feb. 26-28, Las Vegas NV.
20. Lee, S.# and **Atkinson, L.** (2015). "Never Easy to Say 'Sorry': Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses." Presented at the Public Relations Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in San Francisco, CA. **SECOND-PLACE PAPER.**
21. Kang, EY.# & **Atkinson, L.** (2015) "The Effects of Psychological Ownership Framed Messages on Hotel Guests' Perceived Barriers to Act Green." Presented at the International Council on Hotel, Restaurant and Institutional Education annual conference in Orlando, FL.
22. Kang, EY.# & **Atkinson, L.** (2015) "A Hotel's Green Message Effectiveness: How do tourists evaluate a green message according to framing and tourism destinations?" Presented at the Tourism Travel and Research Association annual conference in Portland, OR.
23. Hubbard, K.# and **Atkinson, L.** (2015). "Framing pro-environmental messages: Negative and positively framed messages, and singular and plural pronouns" Presented at the American Academy of Advertising Global Conference in Auckland, New Zealand.
24. Katz-Kimchi, M. and **Atkinson, L.** (2015). "Social media and climate action: A case study of Greenpeace's online mobilization campaigns targeting global brands." Presented at the Environmental Communication Division of the International Communication Association, May 23-26 in San Juan, PR. **TOP THREE FACULTY PAPER.**

25. Lee, S.[#] and **Atkinson, L.** (2015). "The Influence of User-Generated Comments on Public Opinion Formation in Online Media: The Case of Genetically Modified Foods." Presented at the Communication and Technology Division of the International Communication Association, May 23-26 in San Juan, PR.
26. **Atkinson, L.** (2015) "When buying in means selling out: Sustainable consumption and unintended, uncivic boomerang effects." Presented at the Climate and Sustainability Campaigns post-conference, International Communication Association, in San Juan, PR.
27. Kang, EY.[#] & **Atkinson, L.** (2015), "The Effect of CSR Types and Message Sources on CSR Activity on SNS," presented at the Winter American Marketing Association (AMA) conference, San Antonio, TX.
28. AbiGhannam, N.[#] and **Atkinson, L.** (2014). "First Time Expectant Mothers' Views on Environmental Consumption Pre- and Post-partum." Presented at the Commission on the Status of Women Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in Montreal, Canada.
29. Kang, EY.[#] & **Atkinson, L.** (2014), "The Effect of Perceived Motives of Hotels' CSR on Consumers' Responses," presented at the Social Marketing Advances in Research and Theory (SMART) conference (Banff, Canada).
30. Lazard, A.[#] and **Atkinson, L.** (2014) "Visual Context, Learning Preferences, and Visual Literacy: The Role of Visuals at the ELM's Critical Point of Persuasion." Presented at the Society of Consumer Psychology's Advertising and Consumer Psychology conference, May 29-31 in Ann Arbor, MI.
31. **Atkinson, L.** (2014). "Selling climate change: Developing a model of climate change communication that accounts for persuasive messages." Presented at the Environmental Communication Division of the International Communication Association, May 23-26, Seattle, WA.
32. **Atkinson, L.** (2014). "Locating the "politics" in political consumption: How political consumers talk about the rights and responsibilities that connect their consumption choices to their sense of citizenship." Presented at the Qualitative Political Communication pre-conference at the International Communication Association, May 22, Seattle, WA.
33. **Atkinson, L.** (2014). "When doing good means doing harm: The unintended, uncivic consequences of political consumption." Presented as part of the panel "The Changing Citizen: Creative Participation and Contentious Politics" to be included at the Midwest Political Science Association 2014 Convention, April 3-6 in Chicago, IL.
34. Lazard, A.[#], **Atkinson, L.** and Mackert, M. (2013). "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model." Presented at the Communication Theory and Methodology Division of the Association for Education in Journalism & Mass Communication Convention, August 8 – 11 in Washington, DC.
35. Lazard, A.[#] and **Atkinson, L.** (2013). "Visual Preferences and Abilities at the ELM's Critical Point of Persuasion: A Investigation of Infographics and Visual Learners." Presented at VISCOM, the Visual Communication Conference, June 26-30 at Steamboat Springs, CO.
36. **Atkinson, L.** and Rosenthal, S.[#] (2013). "Signaling Environmental Product Benefits: The Interactive Influence of Eco-Label Source and Argument Quality on Consumer Trust." Presented at the Environmental Communication Division of the International Communication Association, June 17-21 in London, UK.
37. Kim, S.[#], Choi, M. and **Atkinson, L.** (2013). "The Moderating Role of Perceived Fit between Corporate Associations and Crisis Type." Presented at the American Academy of Advertising conference, April 4 – 7 in Albuquerque, NM.

38. **Atkinson, L.** (2012). "Communicating Environmental Citizenship through Consumption Choices." Accepted for presentation to the Political Communication division of the American Political Science Association Conference, Aug. 30-Sept. 2 in New Orleans, LA. (*Declined due to scheduling conflict.*)
39. **Atkinson, L.** and Kim, Y.[#] (2012). "Selling Solutions: Exploring the Relationship between Green Marketing Appeals and the Environmental Crisis." Presented at the Communication and Ethics of Consumption pre-conference, International Communication Association Convention, in Phoenix, AZ.
40. **Atkinson, L.** (2012). "From Satisfied and Self-interested to Concerned and Civic-minded." Presented at the Political Communication division of the International Communication Association Convention, May 24-28 in Phoenix, AZ.
41. Kim, S.[#] and **Atkinson, L.** (2011). "Consumer Responses Toward Corporate Advertising in a Crisis: Exploring the Case of Toyota." Presented at the Consumer Psychology division of the American Psychological Association's conference, Aug. 4-7 in Washington, D.C.
42. **Atkinson, L.** and Rosenthal, S.[#] (2011). "Consumer Trust in Eco-label Advertising: The Role of Label Source and Argument Quality." Presented at the Society of Consumer Psychology's Advertising and Consumer Psychology, May 6-7 in Eugene, OR.
43. **Atkinson, L.** (2010). "Reconciling Consumption and Citizenship through the Myth of the American Adam." Presented at Consumer Culture Theory, June 10-13, Madison, WI
44. **Atkinson, L.** (2010). "Selling Social Change: Marketing, Consumption and Political Engagement." Presented at the American Academy of Advertising conference, March 18 – 21 in Minneapolis, MN.
45. **Atkinson, L.** (2008). "'Politics by Other Means:' Testing the Relationship between Socially Conscious Consumption and Political Participation." Presented to the Advertising Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in Chicago, IL
46. **Atkinson, L.** (2007). "Commodifying the Self: Online Social Networking Profiles as Brand Communities." Presented to the Association for Consumer Research Convention, October 25 – 28 in Memphis, TN.
47. **Atkinson, L.** (2007). "Partiality and Participation: The influence of perceived media bias on political engagement." Presented to the Political Communication Division of the American Political Science Association Convention, August 30 – September 2, Chicago, IL.
48. **Atkinson, L.** (2007). "The Public Sphere in Print: Do Letters to the Editor Serve as a Forum for Rationale-Critical Debate?" Presented to the Cultural and Critical Studies division of the Association for Education in Journalism & Mass Communication Convention, August 9 – 12 in Washington, D.C.
49. Friedland, L., Shah, D.V., Lee, N-J., Rademacher, M.A., **Atkinson, L.** and Hove, T. (2007). "Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the U.S." Presented to the Mass Communication division of the International Communication Association Convention, May 24-28 in San Francisco, CA. **TOP FOUR PAPER.**
50. **Atkinson, L.** (2007). "Online and Ticked Off? An Exploration of Online Political News Coverage and Hostile Media Phenomenon." Presented to the Journalism Studies division of the International Communication Association Convention, May 24-28 in San Francisco, CA
51. **Atkinson, L.** (2007). "Online News Use and Selective Exposure: Exploring Issue Salience and Argument Breadth among Online News Users." Presented at the American Association for Public Opinion Research Annual Conference, May 17-20 in Anaheim, CA.

52. Gotlieb, M., Brossard, D., Acosta, E. and **Atkinson, L.** (2006). "The Convergence of News Frames and Audience Value-Predispositions: The Conditioned Effects of Pro-Science News on Attitudes toward Stem Cell Research." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL
53. Vraga, E.K, Lee, N-J. and **Atkinson, L.** (2006). "To Understand or to Persuade: Cognitive Complexity, Motivations to Talk, and Deliberative Participation." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL. **HONORABLE MENTION, Student Competition.**
54. Sayre, B. and **Atkinson, L.** (2005). "The Effects of TV News Style on Viewers' Political Evaluations." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL
55. Rojas, H., Scholl, R., **Atkinson, L.**, Nah, S., Vilela, A. Lee, S.H., Keum, H., McLeod, D.M. and Shah, D.V. (2005). "Political Talk and Social Tolerance." Presented to the Communication Theory and Methodology division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX.
56. Shah, D.V., Holbert, L., Kwak, N., **Atkinson, L.**, Kim, E. and Lee, S.Y. (2005). "Communication, Consumption, Contentment, and Community: A Non-Recursive Model of Civic Participation and the 'Pursuit of Happiness.'" Presented to the Mass Communication and Society division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX. **TOP THREE FACULTY PAPER.**
57. Lee, N-J., **Atkinson, L.**, Lane, J.B. and Long, C. (2005). "Framing and Cue Convergence: Moderating Roles of Political Knowledge and Partisanship." Presented to the Communication Theory and Methodology division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX.
58. **Atkinson, L.** (2004). "The Write Stuff: How News Frames and Predispositions Influence Willingness to Write a Letter to the Editor." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL

CONFERENCE PANELS ORGANIZED

Lead organizer, "Climate and Sustainability Communication Campaigns" (2015) International Communication Association post-conference sponsored by the Environmental Communication Division, Health Communication Division, and Political Communication Division and the Rupe Chair in the Social Effects of Mass Communication, Department of Communication, UC-Santa Barbara.

- Top papers appeared as a special section in the *International Journal of Communication*.

Lead student organizer, "The Politics of Consumption/The Consumption of Politics" (2006) School of Journalism and Mass Communication, University of Wisconsin – Madison. An international conference that brought together leading scholars in the field to discuss the intersection of consumer and civic engagement.

Lead organizer, "Mass Communication Research Center mini-conference" (2006 and 2005) Annual graduate student conference, School of Journalism and Mass Communication, University of Wisconsin – Madison.

INVITED RESEARCH PRESENTATIONS, PANELS, SYMPOSIA AND WORKSHOPS

Fall 2018 **Atkinson, L.** "Greenwashing". Invited to present at the Campus Environmental Center, UT-Austin Fall Speaker Series.

- Spring 2018 **Atkinson, L.** Invited Panelist. Sustainability Showdown, sponsored by the University of Texas at Austin Undergraduate Sustainability Roundtable, the Office of Sustainability and the School of Undergraduate Studies; chosen to represent the Moody College of Communication at a TEDx style event about the concept of sustainability.
- Fall 2017 **Atkinson, L.** “Can We Shop Our Way to a Better Planet? The Promises and Pitfalls of Green Consumption.” Invited to present to the Media Ethics Initiative, Moody College of Communication, UT-Austin.
- Summer 2017 **Atkinson, L.** “Picture This: Using Infographics, Visuals and Text to Communicate Effective Sustainability Campaigns.” Invited to present to the Media Innovation Lab, University of Porto, Portugal.
- Summer 2017 **Atkinson, L.** “Understanding Persuasive Environmental Communication and Imagery.” Led a weeklong workshop for graduate students at the Media Innovation Lab, University of Porto, Portugal.
- Spring 2017 **Atkinson, L.** “Consuming the Environment.” Invited to present at the Future Cities Series, Department of Civil, Architectural and Environmental Engineering (UT-Austin)
- Spring 2017 **Atkinson, L.** “Sustainability: Are Consumers the Problem or the Solution?” Invited to present at the Social Inequality, Health, and Policy Bridging Disciplines Program (UT-Austin).
- Spring 2016 **Atkinson, L.** “Shopping Our Way to a Sustainable Planet.” Presented at the Political Communication Lecture Series (UT-Austin).
- Spring 2016 **Atkinson, L.** “Political consumption and its unintended, uncivic consequences.” Presented at Imagined Futures: A Humanities Symposium Sponsored by the Humanities Institute, UT-Austin.
- Spring 2016 **Atkinson, L.** Invited Panelist, “Rebranding Climate Change.” Sponsored by EnviroMedia Social Marketing and the Stan Richards School of Advertising and PR.
- Fall 2015 **Atkinson, L.** “Shopping Our Way to a Sustainable Planet: The Promises and Pitfalls of Environmentally Responsible Consumption” Invited to present at the Center for Health Communication (UT-Austin) Lunch Enlightenment Series.
- Fall 2015 **Atkinson, L.** “Political consumption and its unintended, uncivic consequences” Presented to the UT-Austin Humanities Institute Faculty Fellows Seminar.
- Spring 2015 **Atkinson, L.** Invited Panelist, “Mix-and-Mingle with Book Authors.” Sponsored by the Environmental Communication Division at the annual convention of the International Communication Association, San Juan, PR.
- Spring 2015 **Atkinson, L.** “Picture this: Using infographics, visuals and text to communicate effective sustainability campaigns.” Invited to present at the Sustainable Science Communication Conference, sponsored by the Mellichamp Academic Initiative in Sustainability, the Arthur N. Rupe Chair’s bi-annual conference, and the Environmental Media Initiative of the Carsey-Wolf Center at the University of California, Santa Barbara.
- Spring 2015 **Atkinson, L.** Invited Panelist. Sustainability Showdown, sponsored by the University of Texas at Austin Undergraduate Sustainability Roundtable, the Office of Sustainability and the School of Undergraduate Studies; chosen to represent the Moody College of Communication at a TEDx style event about the concept of sustainability. (Top three presenter as voted by students.)

- Fall 2014 Katz-Kimchi, M. and **Atkinson, L.** “Social media and environmental remediation: A case study of Greenpeace International’s online mobilization campaigns.” Invited to present at the International Workshop on Computing and the Environment (Oct. 2-3) at Université Pierre-et-Marie Curie, l’Observatoire Océanologique, Banyuls sur Mer, France.
- Fall 2013 **Atkinson, L.** Invited Panelist, “Leanwashing Index Forum on food advertising.” Sponsored by EnviroMedia Social Marketing and the Stan Richards School of Advertising and PR.
- Summer 2013 **Atkinson, L.** “Harnessing market mavens and word of mouth to build a Shop Local campaign.” Invited to present to the City of Austin’s Small Business Development Program Shop Local initiative (www.locallyaustin.org), Austin, TX.
- Fall 2012 **Atkinson, L.** “Sustainable citizenship: connecting consumption, environmentalism and civic engagement.” Invited to present at the New Technologies and Civic Engagement conference, Moody College of Communication New Agendas in Communication series.
- Spring 2012 **Atkinson, L.** “Political Consumption and Green Marketing,” presented to the UT SAGE (Seminars for Adult Growth and Enrichment) program of the Osher Lifelong Learning Institute, Austin.
- Spring 2012 **Atkinson, L.** “Clarifying, Confusing or Crooked? Interpretations of green advertising claims by ethically minded consumers.” Invited to present at the Ethical Issues in Communication Professions conference, Moody College of Communication New Agendas in Communication series.
- Spring 2011 **Atkinson, L.** “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” Invited to present to the College of Business, University of Michigan – Dearborn, in Dearborn, MI.
- Spring 2011 **Atkinson, L.,** Nelson, M.R. and Rademacher, M.A. “Timmy’s New Skechers: An Audience-focused Model of Consumer Socialization.” Invited to present at *Communication, Consumers, and Citizens: Revisiting the Politics of Consumption*, in Madison, WI.
- Spring 2011 **Atkinson, L.** “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” Invited to present at *Communication, Consumers, and Citizens: Revisiting the Politics of Consumption*, in Madison, WI.
- Fall 2010 **Atkinson, L.** “Reconciling Consumption and Citizenship through the Myth of the American Adam,” University of Texas at Austin Center for Women’s and Gender Studies New Faculty Development Program Research Colloquium, Austin, TX.
- Fall 2010 **Atkinson, L.** “Advertising Women,” The University of Texas at Austin Center for Women’s and Gender Studies New Faculty Development Program Teaching Seminar, Austin, TX.

HONORS AND AWARDS

- 2020-2021 Named a Provost’s Authors Fellow (summer salary and course release to develop a book-length manuscript). Deferred to 2021-2022.
- 2020 Sharon L. Dunwoody Award, School of Journalism and Mass Communication, University of Wisconsin – Madison. Given to doctoral graduates of the program who have excelled in research, teaching and/or service within 10 years of graduation
- 2018-2019 Faculty Research Award sabbatical, full course release for spring

2017	Named a Provost's Teaching Fellow
2017	Provost's Project 2021 Teaching Initiative funding to revamp my online summer course
2016	Regents Outstanding Teacher Award, University of Texas System Board of Regents highest honor awarded to faculty who have demonstrated extraordinary classroom performance and innovation in undergraduate instruction
2015-2016	Page Scholar, Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University, College of Communications
Fall 2015	Harry Ransom Center Humanities Institute Fellow, University of Texas at Austin. Application-based program promoting research and collegiality across departments.
Summer 2015	Second-place paper, Public Relations Division of AEJMC
Fall 2015	Finalist, Moody College of Communication Teaching Excellence Award
Spring 2015	Top Three Faculty Paper, Environmental Communication Division of the International Communication Association.
Spring 2015	Finalist, Frank Prize in Public Interest Communications Research, University of Florida College of Journalism and Communications
Summer 2014	Top three finalist, Outstanding Junior Scholar Award, Sponsored by The Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University/AEJMC Commission on the Status of Women
Summer 2014	The University of Texas at Austin Office of Graduate Studies Summer Research Assignment (\$9,000)
2013-2014	Course Development Award, UT-Austin Office of Sustainability and Center for the Core Curriculum. Awarded one of three university-wide course development awards (\$6,000) to develop a new undergraduate course focused on sustainability.
2013-2014	The University of Texas at Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
2012-2013	Dean's Fellow sabbatical appointment, full course release for fall semester
Summer 2012	Finalist, Promising Professor award from the Mass Communication & Society Division and the Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication
2011-2012	Finalist, Dads' Association Centennial Teaching Fellowship. Nominated by dean of the College of Communication for university-wide teaching award that recognizes excellence in teaching at the undergraduate level
2010-2011	Fellow, Center for Women's & Gender Studies Faculty Development Program, UT-Austin (\$3,500)
2010-2011	Finalist, Dads' Association Centennial Teaching Fellowship. Nominated by dean of the College of Communication for university-wide teaching award that recognizes excellence in teaching at the undergraduate level
Summer 2011	The University of Texas at Austin Office of Graduate Studies Summer Research Assignment (\$9,000)

2010-2011	The University of Texas at Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
Summer 2010	Junior Faculty Fellowship (\$5,000), Stan Richards School of Advertising & PR, UT-Austin
2009-2010	The University of Texas at Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
2008-2009	Graduate Fellow, American Academy of Political and Social Science for “an outstanding grasp of a discipline’s theories and methods, as demonstrated through graduate coursework; an enthusiasm for understanding social issues; and the promise of making substantial contributions to the social sciences in the future.”
2008-2009	Fellowship, School of Journalism and Mass Communication, UW – Madison
2007-2008	Fellowship, School of Journalism and Mass Communication, UW – Madison (Declined first semester support when asked by department to fill a vacant TA position)
2007-2008	Doctoral Student Research funding (\$600), School of Journalism and Mass Communication, University of Wisconsin – Madison
2006-2007	Doctoral Student Research funding (\$800), School of Journalism and Mass Communication, University of Wisconsin – Madison
2007	Top Four Paper, Mass Communication Division of the International Communication Association
2006	Teaching Fellow, College of Letters and Science, University of Wisconsin – Madison; award recognizes teaching assistants for “outstanding success as students and teachers”
2006	Doctoral Honors Seminar, Mass Communication Division of the National Communication Association
2006	Honorable Mention MAPOR Fellows Student Competition, Midwest Association of Public Opinion Research
2005	Top Three Faculty Paper, Mass Communication & Society division of the Association for Education in Journalism & Mass Communication
2004	Finalist, Early Excellence in Teaching Award, College of Letters and Science, University of Wisconsin – Madison; award recognizes “outstanding and inspirational achievement on the part of TAs with fewer than four semesters of teaching experience.”

CONSULTING/SUBJECT MATTER EXPERT

- Yahoo! (Canada) research on online search and news consumption (Fall 2012)
- City of Austin’s Small Business Development Program Shop Local initiative (Spring 2014)
- Centre for Environmental Policy, Imperial College (London, UK) on green consumption and eco-labeling (Spring 2015)
- Oakland Innovation (Cambridge, UK) on eco-labeling and FMCGs (Fall 2016)
- Ipsos Public Affairs (Washington, D.C.) on eco-labeling and public opinion (Summer 2017)

MEDIA COVERAGE & PUBLICITY

- CBC Radio, *Ideas*: [The ongoing search for the perfect climate change metaphor](#) (April 1, 2021)
- The Greener Side, KVRX 91.7, [special guest](#) (September 21, 2018)
- Refinery29: [Why Are All Pregnancy Test Commercials So Damn Cheerful?](#) (April 2, 2018)
- Hakai Magazine: [The Ecolabel Fable: Buyer Beware: sustainable seafood program can't guarantee ocean-friendly choices](#) (Nov. 7, 2017)
- National Public Radio *On Point with Tom Ashbrook*: [Consumers call for big changes in advertising](#) (April 10, 2017)
- UT Moody College of Communication Feature Story: [Green Activism](#). (Oct. 31, 2016)
- KUT (Austin NPR affiliate): [Has Austin really reduced its plastic bag consumption by 75 percent?](#) (June 19, 2015)
- EcoTextile News: The textile labeling minefield (April/May 2015)
- Arctic Journal: [After retreat, Greenpeace considers next move](#) (April 14, 2015)
- Dallas Morning News: [In the Running: Designers offer ideas to help Texas Democrats bring new life to the party](#) (Oct. 18, 2014)
- Guardian Newspaper (UK) Sustainable Business Section Live Chat: invited expert to discuss issues of sustainability and the values consumers place sustainable products [Consumer behavior and sustainability - what you need to know](#) (Sept. 4, 2014).
- Dallas Morning News: [Retail politics: Abbott, Davis take different tacks with shirt and hat sales](#) (Aug. 24, 2014).
- National Public Radio *Weekend Edition (Sunday)*: [Labels: Easy to Read, Not Always Easy to Trust](#) (July 27, 2014).
- UT Moody College of Communication Feature Story: [The Green Sell: Consumers Trust Government Eco-Labels More than Corporate, Study Finds](#) (July 24, 2014)
- Guardian Newspaper (UK) Sustainable Business Section: ['Wild west' of eco-labels: sustainability claims are confusing consumers](#) (July 4, 2014)
- Daily Texan: [UT study finds consumers view eco-labels positively, but institution labeling product matters](#) (June 9, 2014)
- UT Moody College of Communication Press Release: [Consumers Trust Government Eco-Labels but "Like" Corporate Eco-Labels, Study Finds](#) (May 23, 2014)
- UT Office of Sustainability: [Sustainability Course Development Award winners Announced](#) (May 15, 2014)
- Austin MD: [SXSW For Small Business: 4 Tips to Make this Festival Crowd your BFFs](#) (March-April, 2014; reprinted March-April 2015)
- Small Business Development Program: [Tips for Small Businesses to Attract the SXSW Festival Crowd](#) (March-April, 2014)

POST-DOCTORAL FELLOWS & GRADUATE RESEARCH ASSISTANTS SUPPORTED

Na Yu, PhD student fully supported through Exxon Mobil grant, “Overcoming Public Uncertainty about Carbon Capture and Storage.” August 2020-May 2022.

Rachel Lim, PhD., University of Texas at Austin, 2019. Post-doctoral fellow supported through Department of Energy grant, “Offshore Gulf of Mexico Partnership for Carbon Storage: Resources and Technology Development GOMCarb.” June 2019-July 2020.

Patrick Jamar, PhD student fully supported through FCT (Portuguese Foundation for Science and Technology) and UT Austin|Portugal International Collaboratory for Emerging Technologies, CoLab grant, “Immersive virtual reality environments to evaluate audience attitudes about science communication projects: a pilot study of deep sea ecosystems.” January 2019-August 2019.

PH.D. DISSERTATION ADVISING

Chair:

1. Soya Na, Stan Richards School of Advertising & PR
2. Pooja Iyer, Stan Richards School of Advertising & PR
3. Na Yu, Stan Richards School of Advertising & PR
4. Patrick Jamar, Stan Richards School of Advertising & PR
5. Sujin Kim, Stan Richards School of Advertising & PR (graduated summer 2020)
6. Joshua Ryoo, Stan Richards School of Advertising & PR (co-chair) (graduated summer 2019)
7. Dan (Kitty) Li, Stan Richards School of Advertising & PR (graduated summer 2018)
8. Eun Yeon Kang, Stan Richards School of Advertising & PR (graduated spring 2016)
9. Jason Flowers, Stan Richards School of Advertising & PR (graduated fall, 2015)
10. Sojung Kim, Stan Richards School of Advertising & PR (co-chair) (graduated spring, 2012)

Committee Member:

1. Sally Lim, Stan Richards School of Advertising & PR
2. Eunjoo Ji, Stan Richards School of Advertising & PR
3. Jacob Copple, Stan Richards School of Advertising & PR
4. Justin Graber, Stan Richards School of Advertising & PR
5. Paula Neves, New University of Lisbon, Portugal
6. Wan Wang, Stan Richards School of Advertising & PR
7. So Young Lee, Stan Richards School of Advertising & PR (graduated summer 2020)
8. Yongwoog Jeon, Stan Richards School of Advertising & PR (graduated summer 2019)
9. Jimi Hong, Stan Richards School of Advertising & PR (graduated summer 2019)
10. Rachel Lim, Stan Richards School of Advertising & PR (graduated summer 2019)
11. Marie Guadagno, Stan Richards School of Advertising & PR (graduated summer 2018)
12. Zhaohui Su, Stan Richards School of Advertising & PR (graduated summer 2018)
13. Jisoo Ahn, Stan Richards School of Advertising & PR (graduated summer 2018)
14. Jung Hwa Choi, Stan Richards School of Advertising & PR (graduated summer 2018)
15. Jin-A Choi, Stan Richards School of Advertising & PR (graduated summer 2018)
16. Yoon Hee Sung, Stan Richards School of Advertising & PR (graduated spring 2018)
17. Young-A Song, Stan Richards School of Advertising & PR (graduated spring, 2016)
18. Seungae Lee, Stan Richards School of Advertising & PR (graduated spring, 2016)
19. Katharine Hubbard, Stan Richards School of Advertising & PR (graduated spring, 2016)
20. Sara Champlin, Stan Richards School of Advertising & PR (graduated spring, 2015)
21. Ben Wyeth, Stan Richards School of Advertising & PR (graduated spring, 2015)
22. Niveen Ghannam, Stan Richards School of Advertising & PR (graduated spring, 2015)
23. Allison Lazard, Stan Richards School of Advertising & PR (graduated spring, 2015)
24. Ohyeon Kwon, Stan Richards School of Advertising & PR (graduated summer, 2014)
25. Seung-Chul Yoo, Stan Richards School of Advertising & PR (graduated spring, 2012)
26. Elaine (Jih-Syuan) Lin, Stan Richards School of Advertising & PR (graduated spring, 2012)
27. Yoojung Kim, Stan Richards School of Advertising & PR (graduated spring, 2011)

MASTER'S THESIS AND PROFESSIONAL REPORT ADVISING

Chair:

1. Bonnie Hao, Stan Richards School of Advertising & PR, Thesis, May 2019
2. Elaine Almeida, Stan Richards School of Advertising & PR, Thesis, May 2019
3. Buduo Wang, Stan Richards School of Advertising & PR, Thesis, May 2018
4. Meshaal Almahmoud, Stan Richards School of Advertising & PR, Thesis, Summer 2016
5. Candace Queen, Stan Richards School of Advertising & PR, Thesis, May 2015
 - Candace was invited to discuss her thesis at the Clinton Global Initiative University
6. Sujin Kim, Stan Richards School of Advertising & PR, Thesis, May 2014
7. Soyoung Lee, Stan Richards School of Advertising & PR, Thesis, May 2014
8. Jin Wu, Stan Richards School of Advertising & PR, Thesis, Summer 2014
9. Pilar Perez, Stan Richards School of Advertising & PR, Professional Report, May 2013
10. Evgeniya Basenko, Stan Richards School of Advertising & PR, Thesis, May 2012
11. Morgan Meyer, Stan Richards School of Advertising & PR, Thesis, December 2011
12. Jennifer Fung, Stan Richards School of Advertising & PR, Professional Report, May 2011
13. Emily Hill, Stan Richards School of Advertising & PR, Professional Report, Dec. 2010

Committee Member:

1. Jin-A Choi, Stan Richards School of Advertising & PR, Thesis, 2014
2. Vin Han, Stan Richards School of Advertising & PR, Thesis, Aug. 2013
3. Jordan Clark-Mand, Stan Richards School of Advertising & PR, Professional Report, 2011
4. Claire Ogburn, Stan Richards School of Advertising & PR, Professional Report, 2012

OTHER GRADUATE STUDENT ADVISING & MENTORING

Faculty lead, Sustainable Consumption Research Group (2014-present)

- In response to student demand, I started and help facilitate a graduate student research group on the topic of Sustainable Consumption. The group is interdisciplinary with eight doctoral and masters students from Advertising/PR and the School of Journalism.

Faculty mentor, Health Communication Scholars Program (2014-2015)

- Supervising a team of doctoral students and their funded (\$2,000) project titled, "The Relative Impact of Infographics on e-Health Information Comprehension and Health Promoting Behaviors"

UNDERGRADUATE ADVISING & SUPERVISION

Chair:

1. Caroline Silva, Liberal Arts Honors Thesis, supervisor (2021-2022)
2. Sri Chappidi, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
3. Sofia Garza, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
4. Monica Bravo, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
5. Kailtin Mohler, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
6. Victoria Arenas, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2020)
7. Samantha Glazer, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2020)
8. Ivana Valdez, Environmental Sciences thesis advisor (Fall 2018-Spring 2019)
9. Alyssa Gonzales, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
10. Siara Shoemaker, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
11. Hannah Kay, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
12. Seshu Brahma, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
13. Anna (Paige) Taylor, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)

14. Cristina Lobo-Guerrero, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018, Summer 2019)
15. Ruby Shell, Environment and Sustainability Bridging Disciplines Program mentor (Summer 2018)
16. Lizzie Bonahoom, Environment and Sustainability Bridging Disciplines Program mentor (Summer 2018)
17. Shelby Weinstein, Leadership and Ethics in Business Bridging Disciplines Program mentor (Spring 2018)
18. Alexis Fischer, Human Rights and Social Justice Bridging Disciplines Program mentor (Spring 2018)
19. Vaishali Jayaraman, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2017, Spring 2018)
20. David Reid Williams, Environmental Sciences thesis advisor (Spring 2017, Fall 2017)
21. Julianna Maxwell, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2017, Fall 2017)
22. Allie Lee, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2017)
23. Sam Liu, Plan II Honors Thesis advisor (Spring 2016)
24. Sarah Brusseau, Environment and Sustainability Bridging Disciplines Program mentor (Summer 2015, Fall 2015)
25. Laura Boss, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2015)
26. Elaine Almeida, Media, Culture & Identity Bridging Disciplines Program mentor (Fall 2015)
27. Elaine Almeida, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2015)
28. Megha Kansra, Business Honors & Marketing, Plan II Honor's thesis chair, 2010-2011
29. Taryn Stoneking, Ethics and Leadership in Law, Politics & Government Bridging Disciplines Program mentor (Spring 2013)
30. Meg Susong, Social Entrepreneurship & Nonprofits Bridging Disciplines Program mentor (Spring 2012)

Committee Member:

1. Nicole Lang, Advertising, Plan II Honor's thesis reader, 2016-2017
2. Josh Wallace, Government, Plan II Honor's thesis reader, 2013-2014

UNDERGRADUATE MENTORING

- Faculty presentation to First Year Interest Groups (Fall 2010, 2013, 2014)
- UT Orange Jackets, Faculty Honoree at "Professor Tea" honoring students' favorite and most influential professors of Orange Jacket members (Spring 2012)
- Akua (Bertha) Sencherey, supported her successful application to the Ronald E. McNair's Scholars Program (Spring 2011)
- Meet the Professor night, invited by Communication Council to attend the College of Communication's informal faculty meet and greet (Fall 2009)

DEPARTMENT SERVICE

2018-2020	Member, Undergraduate Curriculum Committee
2017-2019	Member, PhD Admissions/Review Committee
2014-2016	
2010-2011	
2016-2018	Chair, Scholarship Committee
2018-2019	Member, Scholarship Committee
2014-2016	
2011-2013	

2009-2010	
2017-2018 2013-2014	Member, Faculty Recruitment Committee (Search for a Department Chair)
2012-2014 2009-2010	Member, Graduate Curriculum Committee
2011-2013	Member, Blended and Web-based Course Initiative

COLLEGE SERVICE

2020	Member, COVID-19 College Research Plan Subcommittee
2016-2020	Member, Principal Investigators Committee
2016-2018	Member, Steering Committee for the Science Communication Minor
2015-2017	Member, Texas Media & Society Survey Committee, Strauss Institute and Moody College of Communication. The committee oversees designing, fielding and analyzing a nationwide, multi-year survey of political values and media use.
2015-2016	Member, Workgroup on Advancing Distance and Continuing Education
2014-2015	Member, Education Workgroup, Center for Health Communication
2016-2020 2014-2015 2010-2011	Member, Faculty Research Committee
2015-2017 2013-2014	Member, Scholarship Committee
2012-2013	Invited faculty member, Honors Day Convocation. Invited by three students to be their guest at their Honors Day Convocation
2009-2010	Meet the Professor Night invited faculty, Communication Council

UNIVERSITY SERVICE

2020-	Moody College faculty representative to new Sustainability Institute
2019-2021	UT President's Sustainability Steering Committee, member
2019-2020	UT System Award Selection Committee, member
2018-2021	Faculty Welfare Committee, member
2018-2020	School of Undergraduate Studies Ethics Flag Committee, member
2017-2019	Center for Women's and Gender Studies, Steering Committee member
2016-2018 2016-2019	Faculty Council, elected member representing Moody College of Communication Faculty Grievance Committee, member
2015-2020	Bridging Disciplines Program (BDP) in Environment and Sustainability, Faculty Panel member
2014-2015	Sustainability Faculty Learning Community, Member

2014-2015 Faculty partner, Center for Sustainable Development's Texas CityLab program. Two of my classes partnered with the CityLab program to develop campaigns and audience research to promote the university's Zero Waste initiative.

PROFESSIONAL SERVICE

2019- Editorial Board Member, *Environmental Communication* journal

2019 Reviewer, National Science Foundation, Decision, Risk, and Management Sciences program

2018 Reviewer, Association for Education in Journalism and Mass Communication's inaugural Research Prize for Professional Relevance

2018 Reviewer, Swiss National Science Foundation (SNSF) National Research Programme "Sustainable Economy: resource-friendly, future-oriented, innovative" (NRP 73)

2016 Special issue co-editor. "Climate and Sustainability Campaigns." *International Journal of Communication*, 10.

2015-2016 Chair, Funding and Awards Committee, Environmental Communication Division, International Communication Association

2015 Organizer, ICA post-conference in Climate and Sustainability Campaigns.

2015 Subject matter expert, asked by graduate students studying at the Centre for Environmental Policy, Imperial College (London, UK) to provide expert commentary on the topic of green consumption and eco-labeling

2012 Special issue co-editor. "Green" Advertising: Revisiting green advertising and the reluctant consumer. *Journal of Advertising*, 41(4).

2011-2012 Research Co-chair, Mass Communication & Society division of the Association for Education in Journalism and Mass Communication

2010-2011 Awards Co-chair, Mass Communication & Society division of the Association for Education in Journalism and Mass Communication

Conference Reviewer: *Association for Consumer Research, American Marketing Society, Association for Education in Journalism and Mass Communication, American Academy of Advertising, International Communication Association, Society for Consumer Psychology*

Journal Reviewer: *Journal of Advertising, Consumption, Markets & Culture, Journal of Consumer Culture, Sustainability, PLOS One, Governance & Regulation, Environmental Communication, Science Communication, Political Behavior, Social Media & Society, International Journal of Public Opinion Research, Cyberpsychology, Behavior and Social Networking, Environment & Behavior, Annals of the American Academy of Political and Social Science, Mass Communication & Society, Journal of Marketing Communication*

Ad-hoc Book Proposal Reviewer: *Earthscan (part of Routledge Environment & Sustainability); Rowman & Littlefield*

PROFESSIONAL AFFILIATIONS

Association for Consumer Research, American Academy of Advertising, International Communication Association, Association for Education in Journalism and Mass Communication, SCORAI

COMMUNITY SERVICE WORK

2021-2022	Treasurer, Volleyball Booster Club, Ann Richards School for Young Women Leaders
2017-2018	Volunteer Austin Humane Society
2016-2018	Volleyball coach for 8-10 year olds at the Austin YMCA
2016-2017	"Book Buddy" for first grader at Barton Hills Elementary School
2016-2017	Room parent for third-grade class at Barton Hills Elementary School
2015-2019	Arts Booster Club, Ann Richards School for Young Women Leaders
2014-2015	Library helper at Barton Hills Elementary School

PROFESSIONAL WORK EXPERIENCE: JOURNALISM AND PUBLIC RELATIONS

2006	Happy Bambino, public relations consultant (Madison, WI)
2004	Healthy Farmers, Healthy Profits, public relations consultant (Madison, WI)
2000-2003	<i>Press & Sun-Bulletin</i> newspaper (Binghamton, NY) <ul style="list-style-type: none"> • Assistant Metro Editor, 2003 • Health and Medicine reporter, 2002-2003 • Copy Editor, 2002 • Health and Lifestyle features reporter, 2000-2002 • Metro news reporter, 2000
1998-2000	<i>Cooperstown Crier</i> newspaper (Cooperstown, NY) <ul style="list-style-type: none"> • General assignment reporter, photographer 1998-2000

PROFESSIONAL AWARDS: JOURNALISM

2003	2nd place, feature writing, in Gannett Well Done awards series for "Death Detectives"
2003	1st place, headline writing, New York State Associated Press Association
2002	Awarded a competitive CASE Media Fellowship to attend a health-reporting seminar at Case Western Reserve University
2002	2nd place, "Serious Brew," human interest feature story category, Syracuse Press Club
2002	3rd place, team-effort series "Our Changing Families," ongoing news coverage category, NY State Associated Press Association