

Osei Appiah, Ph.D.
Professor and Associate Director
School of Communication
The Ohio State University
appiah.2@osu.edu

EDUCATION

STANFORD UNIVERSITY, Stanford, CA
Ph.D., Communication, 1998
Minor, Psychology

CORNELL UNIVERSITY, Ithaca, NY
M.S., Communication, 1992

SANTA CLARA UNIVERSITY, Santa Clara, CA
B.A., Communication, 1990

ACADEMIC EXPERIENCE

Professor and Associate Director, School of Communication, The Ohio State University, Columbus, OH, 2016
to present

Professor and Chair, Department of Advertising, Temple University, Philadelphia, PA, 2015 to 2016

Associate Professor, School of Communication, The Ohio State University, Columbus, OH, 2008 to 2015

Assistant Professor, School of Communication, The Ohio State University, Columbus, OH, 2002 to 2008

Assistant Professor, School of Journalism & Communication, Iowa State University, Ames, IA, 1998 to 2002

Instructor, Department of Communication, Santa Clara University, Santa Clara CA, 1998

Teaching Assistant, Department of Communication, Stanford University, Stanford CA, 1994-1997

COURSES TAUGHT

Advertising & Society
Diversity in Advertising
Advertising & Persuasion
Strategic Communication (IMC)
Strategies in Advertising & Public Relations
Stereotypes and the Media

Copywriting
Advertising Principles
Mass Media & Society
Advertising Communications
Communication Research Methods
Crisis Communication

BLIND REFEREED PUBLICATIONS

Appiah, O. (2018). Cultural Voyeurism: A New Framework for Understanding Race, Ethnicity, and Mediated Intergroup Interaction. *Journal of Communication*, 68, 233-242.

Eveland, W. P., Appiah, O., & Beck, P. A. (2018). Americans are More Exposed to Difference Than We Think: Capturing Hidden Exposure to Political and Racial Difference. *Social Networks*, 52, 192-200.

Banjo, O. O., Wang, Z.J., Appiah, O., Brown, C., Walther, W., Hedstrom, A., & Irwin, M. (2017). Experiencing Racial Humor with Out-groups: A Psychophysiological Examination of Co-viewing Effects. *Media Psychology*, 20 (4), 607-631.

Appiah, O., Holt, L., White, T., & Dale, K. (2017). Sugar and Spice, and Everything Nice: Do Female Stereotypes Supersede In-group Favoritism Among Men When Evaluating Female Criminal Suspects in New Stories? *Journalism and Mass Communication*, 7(4), 165-186.

*Manohar, U., & Appiah, O. (2015). Perspective Taking to Improve Attitudes towards International Teaching Assistants: The Role of National Identification and Prior Attitudes. *Communication Education*, 65 (2), 149-163.

Banjo, O., Appiah, O., & Wang, J., Brown, C., & *Walther, W. (2015). Co-viewing effects of ethnic-oriented programming: An examination of in-group bias and racial comedy exposure. *Journalism and Mass Communication Quarterly*, 92(3), 662-680.

Cicchirillo, V., & Appiah, O. (2014). Racial Representations in video game contexts: Identification with gaming characters. *New Media and Mass Communication*, 26, 14-21.

Appiah, O., Knobloch-Westerwick, S., & Alter, S. (2013). Ingroup favoritism and outgroup derogation: Effects of news valence, character race, and recipient race on selective news reading. *Journal of Communication*, 63(3), 517-534.

*Hoplamazian, G. J., & Appiah, O. (2013). Viewer responses to character race and social status in advertising: Blacks see color, Whites see class. *Journal of Current Issues and Research in Advertising*. 34(1), 57-76.

(Received the Journal's "Best Article Award" for 2013)

Watson, S., Appiah, O., & Thorton, C. (2011). The effect of name on preinterview impressions and occupational stereotypes: The case of Black sales job applicants. *Journal of Applied Social Psychology*, 41(10), 2405-2420.

Elias, T., & Appiah, O., Gong, L. (2011). Effects of Blacks' strength of ethnic identity and Product Presenter Race on Black Consumer Attitudes: A multiple-group model approach. *Journal of Interactive Advertising*, 11(2), 13-29.

*Elias, T., & Appiah, O. (2010). A tale of two social contexts: Race-specific testimonials on commercial web sites and their effects on numeric majority and numeric minority consumer attitudes. *Journal of Advertising Research*, 50(3), 250-264.

Eastin, M., Appiah, O., & *Cicchirillo, V. (2009). Identification and the influence of cultural stereotyping on post game play hostility. *Human Communication Research*, 35(3), 337-356.

Appiah, O., & *Liu, Y. (2009). Effectively reaching the model minority: Ethnic differences in responding to culturally embedded targeted- and non-targeted advertisements. *Journal of Current Issues and Research in Advertising*, 31(1), 27-41.

BLIND REFEREED PUBLICATIONS (Cont.)

Knobloch-Westerwick, S., Appiah, O., & Alter, S. (2008). News selection patterns as a function of race: The discerning minority and the indiscriminating majority, *Media Psychology*, 11(3), 400-417.

*Hoffman, L. H., & Appiah, O. (2008). Measuring race as a cultural component of social capital: Black religiosity, political participation, and civic engagement. *The Howard Journal of Communications*, 19(4), 334-354.

*Goodall, C. E., & Appiah, O. (2008). Adolescents' perceptions of Canadian cigarette package warning labels: Investigating the effects of message framing. *Health Communication*, 23(2), 117-127.

Appiah, O. (2007). The effectiveness of "typical-user" testimonial ads on Black & White browsers' evaluations of products on commercial web sites: Do they really work? *Journal of Advertising Research*, 47(1), 14-27.

Appiah, O. (2006). Rich media, poor media: The impact of audio/video vs. text/picture testimonial ads on browsers' evaluations of commercial web sites and online products. *Journal of Current Issues and Research in Advertising*, 28(1), 73-86.

†Abraham, L., & Appiah, O. (2006). Framing of news stories: The role of visual imagery in priming racial stereotypes. *The Howard Journal of Communications*, 17(3), 183-203.

Appiah, O. (2004). Effects of ethnic identification on web browsers attitudes toward, and navigational patterns on, race-targeted Sites. *Communication Research*, 31(3), 312-337.

Appiah, O. (2003). Americans online: Differences in surfing and evaluating race-targeted web sites by Black and White users. *Journal of Broadcasting and Electronic Media*, 47 (4), 534-552.

Appiah, O. (2002). Black & White viewers' perception & recall of occupational characters on television. *Journal of Communication*, 52 (4), 776-793.

Appiah, O., & Wagner, M.* (2002). Differences in media buying by online businesses in Black- and White-targeted magazines: The potential impact of the digital divide on ad placement. *The Howard Journal of Communications*, 13 (4), 251-266.

Appiah, O. (2001). Ethnic identification on adolescents' evaluation of advertisements. *Journal of Advertising Research*. 41 (5), 7-22.

Appiah, O. (2001). Black, White, Hispanic & Asian-American adolescents' responses to culturally embedded ads. *The Howard Journal of Communications*, 12 (1), 29-48.

* Refers to graduate student author

†Authors contributed equally

BOOKS

Appiah, O. (in preparation). *Not Your Average Peeping Tom: Cultural Voyeurism and Moving Beyond Racial Prejudice to Form a More Perfect Union*.

Appiah, O. & Eighmey, J. (Eds). (2011). *The Psychology of Persuasion: Perspectives for Theory, Research, and Application in a Diverse World*. San Diego, CA: Cognella Academic Publishing.

BOOK CHAPTERS

Appiah, O., & *Elias, T. (2010). Race-Specific Advertising on Commercial Websites. Effects of Ethnically Ambiguous Computer-Generated Characters in a Digital World (161-179). In M. S. Eastin, T. Daugherty, and N. M. Burns (Eds.) *Handbook of Research on Digital Media and Advertising*. Hershey, PA: IGI Global.

Appiah, O., & *Elias, T. (2009). Ethnic Identity and the Effects of Ethnically-Targeted and Ethnically-Ambiguous Computer-Generated Agents on Browsers Evaluations of a Commercial Website (pp. 159-180). In N. T. Wood & M. R. Solomon (Eds.). *Virtual Social Identity and Consumer Behavior*. Mahwah, NJ: Lawrence Erlbaum Associates.

Appiah, Osei. (2004). It Must Be the Cues: Racial Differences in Adolescents' Responses to Culturally Embedded Ads (pp. 319-339). In J. D. Williams, W. Lee, & C.P. Haugtvedt (Eds.) *Diversity in Advertising*. Mahwah, NJ: Lawrence Erlbaum Associates.

PROCEEDINGS OR EDITOR REVIEWED PUBLICATIONS

Appiah, Osei & Saewitz, Dana (2016). Advertising Industry Diversity: We've "Kind of" Come a Long Way Baby, but Larger Pipeline and More Intentional Action from Industry and Educators Needed. *Journal of Advertising Education*, 20(1-2), 92-96.

Appiah, Osei (2008). Ethnic Media and their Influence (1579-1583). *The International Encyclopedia of Communication* (ed. Donsbach), Volume 4. Wiley-Blackwell: Oxford, UK and Malden, MA.

Appiah, Osei (2008). Stereotyping and the Media (4832-4836). *The International Encyclopedia of Communication* (ed. Donsbach), Volume 10. Wiley-Blackwell: Oxford, UK and Malden, MA.

Appiah, Osei (2003). Effects of Race-targeted advertising on Black, White, and Asian-American Adolescents. *Proceedings of the American Academy of Advertising*, 79-80.

Appiah, Osei. (2000). The Effects of Ethnic Identification on Adolescents' Evaluations of Culturally Embedded Ads. *Proceedings of the Society for Consumer Psychology, USA*, 109-117.

BOOK REVIEWS

Appiah, Osei. (2003). Stay Human. *Journalism & Mass Communication Educator*, 58 (2), 188-190

Appiah, Osei (2003). Sketches of My Culture. *Journalism & Mass Communication Educator*, 58 (2), 188-190.

BLIND REFEREED PAPER PRESENTATIONS

Appiah, O., Holt, L., Dale, K., & White, T. (2017). Dehumanizing Black Children and Treating them Like Adults: Ingroup Favoritism and Outgroup Derogation in Evaluating Children Criminal Suspects in News Stories. Paper presented at the annual convention of the International Communication Association, San Diego, CA.

Eveland, W. P., Appiah, O., & Beck, P. A. (2016, June). Scratching below the core network surface: Capturing hidden exposure to political disagreement and difference. Paper presented at the annual Political Networks Workshops & Conference, St Louis, MO.

Appiah, O., Holt, L. H., Dale, K. R., & White, T. N. (2016, June). Sugar, Spice, and Everything Nice: Do Gender Biases Supersede Other Preferences in Domestic Violence Cases. Paper presented at the annual convention of the International Communication Association, Japan.

BLIND REFEREED PAPER PRESENTIONS (Cont.)

Holt, L. H., Appiah, O., Dale, K. R., & White, T. N. (2016, June). Examining the preference of gender over race in judging suspects in stand your ground incidents. Paper presented at the annual convention of the International Communication Association, Japan.

Eveland, W. P., & Appiah, O. (2015, November). A National Conversation About Race? Political Discussion Across Lines of Racial Difference. Paper being presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.

Appiah, O., Holt, L., Dale, K., & White, T. (2015, August). Female is the New Black: Examining how Gender Trumps Race in Stand Your Ground Cases. Paper presented at the annual convention of the International Communication Association, Puerto Rico.

Dale, K., & Appiah, O. (2015, August). Understanding narrative persuasion: Exploring the effects of perceived intended audience and outgroup evaluation on attitudes. Paper presented at the annual convention of the International Communication Association, Puerto Rico. ****Top Paper Award****

Manohar, U., & Appiah, O. (2015, August). Revisiting the International TA Problem: Acknowledging Intergroup Biases and Testing the Effectiveness of Perspective Taking in Reducing Biases. Paper presented at the annual convention of the International Communication Association, Puerto Rico.

Banjo, O. O., Wang, Z. J., Appiah, O., Brown, C., Walther, W., Hedstrom, A., & Irwin, M. (2015, August). Experiencing Racial Humor with Out-groups: A Psychophysiological Examination of Co-viewing Effects. Paper presented at the annual convention of the International Communication Association, Puerto Rico.

Appiah, O. (2014, May). Not Your Average Peeping Tom: Cultural Voyeurism and Moving Beyond Racial Prejudice through Out-Group Neutrality and Favorability. Paper presented at the annual convention of the International Communication Association, Seattle, WA.

Manohar, U., & Appiah, O. (2014, May). Perspective Taking to Improve Attitudes Towards International Teaching Assistants: The Role of National Identification and Prior Attitudes. Paper presented at the annual convention of the International Communication Association, Seattle, WA. ****Top Paper Award****

Holt, L., Appiah, O., & White, T. (2014, May). Beyond Trayvon: Comparing and Contrasting Perceptions of Race, Gender, and Culpability in Stand-Your-Ground-Cases. Paper presented at the annual convention of the International Communication Association, Seattle, WA.

Appiah, O. (2013, November). Missing Minorities in Corporate America: A Slow-Moving Crisis Impacting Internal and External Publics. Paper presented at the annual convention of the National Communication Association, Washington, D.C.

Manohar, U., & Appiah, O. (2013, August). *Improving Attitudes towards International Teaching Assistants through Perspective-taking*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Washington, D.C.

Banjo, O. O., Appiah, O., Wang, Z., Brown, C., Walther, W., Tchernev, J., & Pierman, E. (2013, June). *Coviewing Effects of Ethnic-Oriented Programming: An Examination of In-group Bias and Racial Comedy Exposure*. Paper presented at the annual convention of the International Communication Association, London.

Cichirillo, V., Appiah, O., Walther, W., Brown, C., & Carter, K. (2011, August). *Body by Xbox: The Effects of Video Game Character Body Type on Young Women's Body Satisfaction and Video Game Enjoyment*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, St. Louis, MO.

BLIND REFEREED PAPER PRESENTATIONS (Cont.)

Appiah, O., Goodall, C.E., & Hoplamazian, G. J. (2010, August). *Smoking Isn't Kool: Exploring the Impact of Black Ethnic Identity and Cultural Cues in Pro-Smoking and Anti-Smoking Promotional Messages*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Denver, CO.

Elias, T., & Appiah, O. (2010, August). *Consumer Opinions as Electronic Word-of-Mouth: A Social Identity Theoretical Framework*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Denver, CO.

Appiah, O., Goodall, C.E., & Hoplamazian, G. J. (2010, June). *Smoking Isn't Kool: Exploring the Impact of Black Ethnic Identity and Cultural Cues in Anti-Smoking PSAs*. Paper presented at the annual convention of the International Communication Association, Singapore.

Cichirillo, V., Mahood, C., & Appiah, O. (2010, June). Priming stereotypical associations: Grand theft auto video games and African American depictions. Paper presented at the annual convention of the International Communication Association, Singapore.

Hoplamazian, G. J., & Appiah, O. (2009, May). *Viewer Responses to Character Race and Social Status in Advertising: Blacks see color, Whites see Class*. Paper presented at the annual convention of the International Communication Association, Chicago, IL

Appiah, O., & Liu, Y. (2009). *Communicating to Ethnic Minorities with Culturally Embedded Ads: The Effect of Cultural Identification and Self-Construal*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Boston, MA

Appiah, Osei, Knobloch-Westerwick, Silvia, Alter, Scott. (2008, August). *A Selective Exposure Experiment on Social Identity Theory: Effects of News Valence, Character Race, and Recipient Race on Selective News Reading*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Chicago, IL
****Awarded Top 3 Faculty Paper****

*Elias, Troy and Appiah, Osei (2008, August). *Effects of Blacks' Strength of Ethnic Identity on Consumer Attitudes: A Multiple-Group Model Approach*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Chicago, IL

*Cichirillo, Vinnie, Eastin, Matt and Appiah, Osei. (2008, August). *The Mediating Role of Identification on Racial Representations in Video Games*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Chicago, IL

Gong, Li, Appiah, Osei, and *Elias, Troy (2008, May). *Race as Real and Virtual Social Identity: The Moderating Effects of Ethnic Identity on Ingroup Favoritism Toward Real vs. Virtual Human Representations*. Paper presented at the annual convention of the International Communication Association, Montreal, Canada.

Dimmick, John, Appiah, Osei and Eastin, Matthew S. (2008, February). *Media Competition for National Advertising in the Era of Newer Media, 1997-2006*. Paper presented at the 2008 American Marketing Association Winter Educators Conference, Austin, TX.

Appiah, Osei and Liu, Yung-I (2009, August). *Communicating to Ethnic Minorities with Culturally Embedded Ads: The Effect of Cultural Identification and Self-Construal*. Paper presented at annual convention of the Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Boston, MA.

Appiah, Osei and Liu, Yung-I (2009, June). *Viewer Responses to Character Race and Social Status in Advertising: Blacks See Color, Whites See Class*. Paper presented at annual convention of the International Communication Association, Chicago, IL.

BLIND REFEREED PAPER PRESENTATIONS (Cont.)

Appiah, Osei and *Goodall, Catherine (2008, May). *Hip-Hop Imagery on Cigarette Packages and their Effects on Audiences' Smoking-Related Attitudes: Ethnic Identity as a Defense Against Tobacco Marketing*. Paper presented at the annual convention of the International Communication Association, Montreal, Canada.

Dimmick, John, Appiah, Osei and Eastin, Matthew S. (2008, February). *Media Competition for National Advertising in the Era of Newer Media, 1997-2006*. Paper presented at the 2008 American Marketing Association Winter Educators Conference, Austin, TX.

Gong, Li, Appiah, Osei, and *Elias, Troy (2007, November). *See Minorities through the Lens of Ethnic Identity: Reflected onto Racial Representations of Real Humans and Virtual Humans*. Paper presented at the annual convention of the National Communication Association. ****Awarded Top 4 Faculty Paper****

*Elias, Troy and Appiah, Osei (2007, August). *Implications for race-targeted web sites: Effects of the vividness of information and ethnic affiliation on consumer attitudes*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Washington, D.C.

Gong, Li, Appiah, Osei, and *Elias, Troy. (2007, August). *The Impact of Ethnic Identity in Comparing Audiences' Responses to Real versus Virtual Human Product Endorsers on an E-Commerce Web Site*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Washington, D.C.

Eastin, Matt and Appiah, Osei, and *Cicchirillo, Vinnie. (2007, May). *I am the Man in the Mirror! Identification and the influence of cultural stereotyping on post game play hostility*. Paper presented at the annual convention of the International Communication Association, San Francisco, CA. ****Awarded Top Faculty Paper****

Eastin, Matt and Appiah, Osei, and *Cicchirillo, Vinnie. (2007, May). *Racial Representation in Game Play: An Investigation into Affective Responses*. Paper presented at the annual convention of the International Communication Association, San Francisco, CA.

Knobloch-Westerwick, Silvia, Appiah, Osei, & Alter, Scott. (2006, August) *News Selection Patterns as a Function of Race: The Discerning Minority and the Indiscriminating Majority*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, San Francisco, CA

*Hoffman, L. H. & Appiah, Osei (2006, June). *Measuring Race as a Cultural Component of Social Capital: Black Religiosity, Political Participation, and Civic Engagement*. Paper presented at the annual convention of the International Communication Association, Dresden, Germany.

*Goodall, E. C., & Appiah, Osei (2006, June). *Adolescents' Perceptions of Canadian Cigarette Package Warning Labels: Investigating the Effects of Message Framing*. Paper presented at the annual convention of the International Communication Association, Dresden, Germany. ****Awarded Top Student-Led Paper****

Appiah, Osei and *Liu, Yung-I (2005, August). *Effectively Reaching the "Model" Minority: The Strength of An Interdependent Self-Construal on the Evaluation of Culturally Embedded Ads*. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, San Antonio, TX.

Appiah, Osei and *Liu, Yung-I (2005, June). *Effectively Reaching the Model Minority: Ethnic Differences in Responding to Culturally Embedded Targeted- and Non-Targeted Advertisements*. Paper presented at the American Academy of Advertising Asia-Pacific Conference, Hong Kong, China.

*Chen, Xiaoyuan and Appiah, Osei (2005, February). *The Effects of Ethnicity and Ethnic Identification on Asian and White Consumers' Evaluations of Targeted and Non-Targeted Advertising*. Paper presented at the annual convention of the Society for Consumer Psychology, St. Pete Beach, FL.

BLIND REFEREED PAPER PRESENTATIONS (Cont.)

Appiah, Osei (2004, August). *The Effectiveness of "Typical-User" Testimonial Ads on Black Browsers' Evaluations of Products on Commercial Web Sites: Do They Really Work?* Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Toronto, Canada.

****Awarded Top 3 Faculty Paper****

Appiah, Osei (2004, August). *Rich Media, Poor Media: The Impact of Audio/Video vs. Text/Picture Testimonial Ads on Browsers' Evaluations of Commercial Web Sites and Online Products.* Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Toronto, Canada.

Appiah, Osei (2003, July). *Are You Targeting Me? Effects of Ethnic Identification on Web Browsers Attitudes Toward, and Navigational Patterns on, Race-Targeted Sites.* Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Kansas City, MO

Abraham, Linus and Osei Appiah (2003, July). *Framing of Online News Stories: The Role of Visual Imagery in Priming Racial Stereotypes.* Paper being presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Kansas City, MO

****Awarded Top 2 Faculty Paper****

Appiah, Osei (2002, August). *Americans Online: Differences in Surfing and Evaluating Race-Targeted Web Sites by Black and White Users.* Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Miami.

****Awarded Top Faculty Paper****

Appiah, Osei and *Wagner, Matthew (2001, August). *Differences in Media Buying by Online Businesses in Black-and White-Targeted Magazines: The Potential Impact of the Digital Divide on Ad Placement.* Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Washington, D.C.

****Awarded Top Faculty Paper****

Appiah, Osei. (2000, August). *The Effects of Ethnic Identification on Multicultural Adolescents' Evaluation of Ads.* Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Phoenix, AZ

Appiah, Osei. (2000, February). *The Effects of Ethnic Identification on Adolescents' Evaluations of Culturally Embedded Ads.* Paper presented at the annual conference of the Society for Consumer Psychology, San Antonio, TX.

Appiah, Osei & Abraham, Linus. (2000, January). *Towards a Sustainable View of Media Privatization in Developing Countries: Marketing vs. Political Models of Privatization,* Paper accepted for presentation at the International Marketing & Development annual convention, Ghana, Africa.

Appiah, Osei. (1999, August). *Black, White, Hispanic & Asian-American Adolescents' Responses to Culturally Embedded Ads,* Paper presented at the annual conference of Association for the Education in Journalism and Mass Communication, New Orleans, LA.

****Awarded Top Faculty Paper****

Appiah, Osei. (1999, May). *Black & White Viewers' Perception & Recall of Occupational Characters on Television.* Paper being presented at the annual conference of the International Communication Association, San Francisco, CA.

Appiah, Osei. (1999, May). *Racial Differences in Responding to Culturally Embedded Ads.* Paper presented at the annual Advertising & Consumer Psychology Conference, San Antonio, TX. May.

Appiah, Osei. (1997, August). *Racial Differences in Responding to Occupational Portrayals by Models on Television,* paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

****Awarded Top Student Paper****

BLIND REFEREED PAPER PRESENTATIONS (Cont.)

Appiah, Osei. (1996, November). *Longitudinal Effects of Direct Broadcast Satellite Television on Residents' Sports Activity & Physical Fitness: From 3 to 77 Channels Overnight*. Paper presented at the annual conference of the National Communication Association, San Diego, CA.

Appiah, Osei. (1993, May). *Sports Television and High School Athletes' Construction of Social Reality About Careers: Application of Uses and Effects*. Paper presented at the annual conference of the International Communication Association, Washington, D.C.

INVITED PANEL PRESENTATIONS

“Social Injustice of News Media Portrayals of Blacks as Criminals.” Panel presentation at the Racial Democracy, Crime and Justice Network Annual Workshop, Columbus, OH, July 2013.

“Teaching Communication Courses with Clients.” Panel Presentation at the annual conference of the Association for Education in Journalism & Communication, Boston, MA, August, 2009.

“Ethnic Identity as a Defense Against Tobacco Marketing: Hip-Hop Imagery Effects on Youths’ Perceptions and Desirability of Cigarettes.” Presentation at the annual conference by Capital University’s Tobacco Public Policy Center, Columbus, Ohio, October, 2007.

“Ethnic Identity as a Defense Against Tobacco Marketing: Hip-Hop Imagery Effects on Youths’ Perceptions and Desirability of Cigarettes.” Tobacco Control Seminars, College of Public Health, The Ohio State University, April, 2007.

“Native Sons: Growing Global Marketers Among Asian and Asian-American Athletes.” Panel Presentation at the American Academy of Advertising Asia-Pacific Conference, Hong Kong, China, June 2005

“Ethnically-Targeted Advertising and Ethnic Ambiguity: Reaching a Multicultural Audience.” Panel presentation at the International Conference on Cultural Diversity, Nashville, TN, November 2005.

“Ethnically-Targeted Advertising and Ethnic Ambiguity: Reaching a Multicultural Audience.” Panel presentation at the annual conference of Association for the Education in Journalism and Mass Communication, Toronto, Canada, August, 2004.

“Effects of Black Cultural Advertising on Asian, White, and Black Youth.” Panel presentation at the annual American Academy of Advertising Conference in Tokyo, Japan. May 2003.

INVITED COLLOQUIA

“Cultural Voyeurism: A New Framework for Understanding Race, Ethnicity, and Mediated Intergroup Interaction.” Communication Studies, University of Michigan, MI. December 2017.

“Experiencing Racial Humor with Out-groups: A Psychophysiological Approach to Examining Co-viewing Effects.” Department of Communication, University of Haifa, Haifa, Israel. March, 2015

“Creativity in Teaching, Research, and Outreach in a Digital Age.” Department of Advertising, University of Florida, Gainesville, FL. February 2013.

INVITED COLLOQUIA (Cont.)

- “Cultural Voyeurism and Moving Beyond Racial Prejudice: Why Ethnic Messages Appeal to Mainstream & Ethnic-Specific Audiences.” Department of Advertising, University of Illinois, Champaign, IL. November 2012.
- “Not Your Average Peeping Tom: Cultural Voyeurism and Moving Beyond Racial Prejudice through Outgroup Neutrality and Favorability.” Department of Social Psychology, The Ohio State University, Columbus, OH. October, 2012.
- “Not Your Average Peeping Tom: Cultural Voyeurism and Moving Beyond Racial Prejudice to Form a More Perfect Union.” Traffic Museum of Social Art, Dubai, UAE. April, 2012.
- “When I Play as a Black Man I Think More Violently: Identification and the Influence of Cultural Stereotyping of Post Game Play Hostility.” Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. September 2010.
- “When I Play as a Black Man I Think More Violently: Identification and the Influence of Cultural Stereotyping of Post Game Play Hostility.” Criminal Justice Research Center, Department of Sociology, The Ohio State University, Columbus, OH. March 2009.
- “Our Perceptions of People in a Post Obama World: Moving Beyond Race and Prejudice to Form a More Perfect Union.” Donor Salon, Office of Development, College of Social and Behavioral Sciences, Columbus, OH. May 2009.
- “Communicating to Ethnic Minorities with Culturally Embedded Ads: The Effects of Ethnic Identification and & Numeric Composition.” Department of Advertising, University of Texas, Austin, TX. January 24, 2008.
- “Communicating to Ethnic Minorities with Culturally Embedded Messages: The Effects of Cultural Identification and Self-Construal.” Department of Communication, Cornell University, Ithaca, NY. March 2, 2007.
- “Effects of Modality and Racially-Targeted Media on Browsers’ Evaluations of Web Sites.” Annenberg School of Communication, University of Southern California, Los Angeles, CA. February 2005
- “Rich Media, Poor Media: Effects of Testimonial Ads and Modality on Black & White Browsers” Evaluations of Commercial Web Sites.” John Seigenthaler Lecture Series, College of Communication, Middle Tennessee State University, Murfreesboro, TN. February, 2004.
- “It Must Be the Cues: Racial Differences in Adolescents’ Responses to Targeted Ads.” Department of Advertising, University of Illinois, Urbana-Champaign, IL. November 2003.
- “Rich Media, Poor Media: Effects of Testimonial Ads and Modality on Black & White Browsers” Evaluations of Commercial Web Sites,” November 2003. Department of Communication, Florida State University, Tallahassee, FL. November, 2003.
- “Americans Online: Differences in Surfing and Evaluating Race-Targeted Web Sites by Black and White Users.” School of Journalism and Communication, University of Missouri, Columbia, MO. February 2002.

INTERVIEWED BY, AND CITED IN POPULAR PRESS AS AN ADVERTISING EXPERT

“Meet Justin Case (though he really doesn’t exit): More advertisers are choosing “average Joe” actors over celebrities.” By Steve Wartenberg, *The Columbus Dispatch*; Business Section; July 18, 2009.

“Diversity is Latest Goal of Ad Firms.” By Marla Matzer Rose, Business Section; p. G1-G2 *The Columbus Dispatch*, February 11, 2007.

“Are Corporations Risking PR Nightmare?” By Brian Summers, Sports Section; p. C8, *Cleveland Plain Dealer*, July 24, 2005.

“He’s Back in the Picture: Bryant’s First Nike Ad Since Charges were Dropped Get High Marks from Experts but Negative Comments from a Women’s Advocacy Group.” By David Wharton, Sports Section; part D; p. 1, *Los Angeles Times*, July, 14, 2005.

“NCAA Men’s Basketball Tournament: Making Some Noise; College Basketball Shows that it Knows the Right Way to Determine a Champion.” By David Wharton, Sports Section; part D; p. 1, *Los Angeles Times*, April 2, 2005.

OUTREACH & PROFESSIONAL PRACTICE

Presentation, Keith B. Key Buckeye Social Entrepreneurship Program (BSEP), The Ohio State University Office of Student Services, Columbus, OH, January, 2018.

Presentation, inaugural Keith B. Key Buckeye Social Entrepreneurship Program (BSEP), The Ohio State University Office of Student Services, Columbus, OH, April, 2017.

Presentation, Latina Mentoring Academy, Hispanic Chamber of Columbus, “Marketing Yourself Through Communication Competence and Confidence,” Columbus, Ohio, July 2013.

Keynote Presentation, The Ohio State University, Todd A. Bell National Resource Center on the African American Male annual retreat, “Black Male Through the Eyes of the Other,” Mt. Sterling, Ohio, February 2013.

Presentation, The Ohio State University, Todd A. Bell National Resource Center on the African American Male annual retreat, “Black Male Through the Eyes of the Other,” Mt. Sterling, Ohio, February 2012.

Presentation, The Ohio State University, Todd A. Bell National Resource Center on the African American Male annual retreat, “Black Male Through the Eyes of the Other,” Mt. Sterling, Ohio, February 2011.

Presentation, The OSU Department of African American & African Studies, Community Extension Center, “Black Racial Stereotypes in Advertising and News,” November 2010.

Panelist, Office of Minority Affairs, Early Arrival Program for incoming African American Freshmen Males and their Parents, The Ohio State University, Columbus, Ohio, September 2007.

Keynote Presenter at the Office of Minority Affairs 4th Annual MLK Junior Scholar Celebration, awards ceremony for top 2 black high school students at each high school in Central Ohio. Over 200 people in attendance at the Holiday Inn, which featured opening remarks by Vice Provost Mac Stewart, Columbus, Ohio, January 2007.

Keynote Presenter at the Ohio State University, Bell Resource Center on the African American Male “Gathering of Men” Event, which featured presentations by Vice Provost Mac Stewart and Athletic Director Gene Smith, Columbus, OH, October 2006.

Minority Student Recruiter for the Office of Minority Affairs, Ohio State University. Flown to Los Angeles, CA, to recruit ethnic minority high school students, September 2006.

Presentation at the Ohio State University annual Honors Day gathering for over 500 high school students designated as honors students and recruited as potential OSU Honors. Presentation entitled, “Really Smokin’ Ads! How Ads Can Prevent and Promote Cigarette Use Among Youth,” September/October, 2005.

Keynote Presenter at the Ohio State University Office of Minority Affairs Freshmen Scholars Information Session & Social. Presented to over 500 minority freshman students, January 2004

Presentation to the Ohio State University Public Relations Student Society of America (PRSSA), December 2003

Minority Student Recruiter for the Office of Minority Affairs, Ohio State University. Flown to Los Angeles, CA, to recruit ethnic minority high school students, September 2003

OUTREACH & PROFESSIONAL PRACTICE (Cont.)

- Presentation to the Iowa State University African-American Studies Society, entitled "Depictions of African-Americans in the Media," March 2002
- Presentation for the Iowa State University Black History Month Celebration entitled, "Black Stereotypes in the Media: Implicit and Explicit Meanings," February 2002
- Presentation for the Iowa State University Investigation Series Conferences for Talented 7th – 10th Graders entitled, "Wonderful World of Advertising: How to Create Your Own Ad," September 2001
- Presentation for the Iowa State University Early Outreach Program for Minority 9th Graders entitled, "Marketing Pizza to Teenagers," June 2001
- Multi-Cultural Media Consultant for Ogilvy & Mather in New York on the Office of National Drug Control Policy's "National Youth Anti-Drug Media Campaign," 1999 to 2000
- Presentation to the Iowa State University African-American Studies Society, entitled "Blacks in Advertising," 1999
- Presentation to the Iowa High School Press Association annual conference in Ames, Iowa entitled, "Digital Manipulation of Media Images," 1998
- Presentation at the annual conference of the National Black Graduate Student Association in Claremont, CA, entitled "The Impact of Career Attitudes & Influential Others on the Educational & Occupational Aspirations of Black High School Students," 1996
- Industry report written with Marc Auerbach and published by Apple Computer, Cupertino, CA, entitled, "Pure Midrange: A Study of Midrange Macintosh Computer Users," 1994 with Marc Auerbach

SERVICE

Editorial Advisory Boards

- Journalism & Mass Communication Quarterly*, 2018 to present
- Journal of Advertising Education* (Guest Editor), 2016 to 2017
- Howard Journal of Communications*, 2004 to present
- Journalism & Mass Communication Educator*, 2002 to present
- Group Process and Intergroup Relations* (Guest Member) 2008

Ad Hoc Reviewer

- American Journal of Media Psychology* (2009, 2010)
- Analyses of Social Issues and Public Policy* (2007)
- Communication Monographs* (2012, 2018)
- Communication Research* (2004, 2005, 2007, 2008, 2014-2018)
- Communication Theory* (2013)
- Developmental Psychology* (2005)
- Howard Journal of Communications* (1999, 2000, 2003-2014)
- Human Communication Research* (2009)
- International Journal of Communication* (2014)
- Journalism & Mass Communication Educator* (2001, 2002, 2004-2018)
- Journalism and Mass Communication Quarterly* (2008, 2010, 2016-2018)
- Journal of Advertising* (2011, 2015)
- Journal of Applied Social Psychology* (2008)
- Journal of Broadcasting & Electronic Media* (2002, 2004-2008)
- Journal of Communication* (2012, 2013, 2017-2018)
- Mass Communication & Society* (2005)
- Media Psychology* (2011-2013, 2015-2016-2018)
- Popular Communication* (2007)
- Preventive Medicine* (2011)

AWARDS & HONORS

Top Paper Awards

Top Paper Award, Intergroup Communication Interest Group, ICA Conference, 2015
Top Journal Article for 2013, *Journal of Current Issues & Research in Advertising*, 2014
Top Paper Award, Instructional & Developmental Communication Division, ICA Conference, 2014
Top (#3) Faculty Paper Award, Communication Theory & Methodology, AEJMC Conference, 2008
Top (#4) Faculty Paper Award, Intercultural Communication Division, NCA Conference, 2007
Top (#1), Faculty Paper Award, Ethnicity & Race in Communication Division, ICA Conference, 2007
Top (#1) Student-Led Paper Award, Health Communication Division, ICA Conference, 2006
Top (#3) Faculty Paper Award, Minorities & Communication Division, AEJMC Conference, 2004
Top (#2) Faculty Paper Award, Minorities & Communication Division, AEJMC Conference, 2003
Top (#1) Faculty Paper Award, Minorities & Communication Division, AEJMC Conference, 2002
Top (#1) Faculty Paper Award, Minorities & Communication Division, AEJMC Conference, 2001
Top (#1) Faculty Paper Award, Minorities & Communication Division, AEJMC Conference, 1999
Top (#1) Student Paper Award, Minorities & Communication Division, AEJMC Conference, 1997

Teaching Awards and Honors

Most Valuable Professor, teaching excellence recognized by the OSU Field Hockey Team during halftime ceremony, The Ohio State University, 2018
Finalist (Runner-Up), College of Arts and Sciences Outstanding Teaching Award, The Ohio State University, 2013
Teaching Honored at The Ohio State University Order of Omega Greek Faculty Recognition Night, 2004
Outstanding Faculty Award, Black Student Association, Iowa State University, 2002
Mentor Award, Ronald E. McNair Achievement Program, Iowa State University, 2002
Iowa State University VEISHEA Award for teaching, 2001
NAACP's Vanguard Award for teaching excellence and mentoring, 2001

Service Awards

Distinguished Faculty Service Award, Office of Diversity of Inclusion & the Todd Bell National Resource Center on the African Male, The Ohio State University, 2015
Finalist, *Rosalene Sedgwick Faculty Service Award*, College of Arts and Sciences, The Ohio State University, 2009
Finalist, College of the Arts and Sciences, *Honors Faculty Service Award*, The Ohio State University, 2008
Finalist, *Rosalene Sedgwick Faculty Service Award*, College of Arts and Sciences, The Ohio State University, 2006

Other Awards

Dr. Lionel Barrow Minority Doctoral Student Scholarship Award, sponsored by the Communication Theory & Methodology Division of AEJMC, 1998
Kappa Tau Alpha National Honor Society, Journalism & Mass Communication Award 1997
Pre-Doctoral Fellow, National Institutes of Health (NIH), 1995.

Faculty Advisor

Founder/Faculty Advisor, Black Advertising & Strategic Communication Association (BASCA), The Ohio State University, Student Organization, 2012 to present
Faculty Advisor, "Nuthin' But Kicks" Student Run Athletic Shoe Club, The Ohio State University, 2006 to 2007
Faculty Advisor, BUCK-i TV (OSU Student Run TV Station), The Ohio State University, 2003 to 2005
Faculty Advisor, Walt Disney World College Promotions Club at ISU, 2001 to 2002
Faculty Advisor, ISU Ski and Snowboard Club, 1999 to 2002
Faculty Advisor, American Advertising Federation (AAF) Student team at ISU, 1999 to 2002
Faculty Advisor, Black Graduate Student Association, Iowa State University 1998-1999