

MEGAN A. VENDEMIA

September 2018

School of Communication
The Ohio State University
3016 Derby Hall
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Columbus, OH, USA 43210
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EDUCATION

- Ph.D. The Ohio State University, anticipated Spring 2019
School of Communication
Advisor: Dr. David C. DeAndrea
Committee Members: Dr. Joseph B. Bayer, Dr. Robert M. Bond, & Dr. Jesse Fox
- M.A. The Ohio State University, Spring 2015
School of Communication
Advisor: Dr. David C. DeAndrea
Committee Member: Dr. Roselyn J. Lee-Won
- M.B.A. Bowling Green State University, Summer 2012
College of Business – AACSB Accredited
- B.S.B.A. Youngstown State University, Spring 2011
Williamson College of Business Administration – AACSB Accredited
Majors: Marketing Management; Advertising & Public Relations
Minor: Communication Studies
Summa Cum Laude
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RESEARCH

JOURNAL ARTICLES

- Vendemia, M. A., & DeAndrea, D. C.** (2018). The effects of viewing thin, sexualized selfies on Instagram: Investigating the role of image source and awareness of photo editing practices. *Body Image, 27*, 118-127. doi:10.1016/j.bodyim.2018.08.013
- DeAndrea, D. C., Van Der Heide, B., **Vendemia, M. A.**, & Vang, M. H. (2018). How people evaluate online reviews. *Communication Research, 45*, 719-736. doi:10.1177/0093650215573862
- Vendemia, M. A.** (2017). When do consumers buy the company? Perceptions of interactivity in company-consumer interactions on social networking sites. *Computers in Human Behavior, 71*, 99-109. doi:10.1016/j.chb.2017.01.046

- Vendemia, M. A.** (2017). (Re)Viewing reviews: Effects of emotionality and valence on credibility perceptions in online consumer reviews. *Communication Research Reports*, 34, 230-238. doi:10.1080/08824096.2017.1286470
- Vendemia, M. A., High, A. C., & DeAndrea, D. C.** (2017). "Friend" or foe? Why people friend disliked others on Facebook. *Communication Research Reports*, 34, 29-36. doi:10.1080/08824096.2016.1227778
- Fox, J., & **Vendemia, M. A.** (2016). Selective self-presentation and social comparison via photographs on social networking sites. *Cyberpsychology, Behavior, and Social Networking*, 19, 593-600. doi:10.1089/cyber.2016.0248
- DeAndrea, D. C., & **Vendemia, M. A.** (2016). How affiliation disclosure and control over user-generated comments affects consumer health knowledge and behavior: A randomized controlled experiment of pharmaceutical direct to consumer advertising (DTCA) on social media. *Journal of Medical Internet Research*, 18, e189. doi:10.2196/jmir.5972
- CONFERENCE PAPERS AND PRESENTATIONS**
- Bond, R. M., **Vendemia, M. A.**, & DeAndrea, D. C. (2018, November). Gauging the credibility and influence of political messages on social media sites. Paper to be presented at the 104th annual convention of the National Communication Association, Salt Lake City, UT.
- DeAndrea, D. C., & **Vendemia, M. A.** (2018, November). The influence of self-generated and third-party claims online: Perceived self-interest as an explanatory mechanism. Paper to be presented at the 104th annual convention of the National Communication Association, Salt Lake City, UT.
- Vendemia, M. A.**, & DeAndrea, D. C. (2017, November). Evaluation of women's photos on social media sites. Paper presented at the 103rd annual convention of the National Communication Association, Dallas, TX.
- Lee-Won, R. J., **Vendemia, M. A.**, & Coduto, K. D. (2017, May). When are emotional online product reviews persuasive? The role of reviewer expertise cues and review valence. Paper presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- DeAndrea, D. C., & **Vendemia, M. A.** (2016, November). The challenges facing direct-to-consumer advertising (DTCA) on social media. Paper presented at the 102nd annual convention of the National Communication Association, Philadelphia, PA.
- Vendemia, M. A.** (2016, June). When do consumers buy the company? Perceptions of interactivity in company-consumer interactions on social networking sites. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, JP.
- Fox, J., & **Vendemia, M. A.** (2016, June). Selective self-presentation and social comparison differences among women and men via photographs on social networking sites. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, JP.
- Fox, J., **Vendemia, M. A.**, Smith, M. A., & Brehm, N. R. (2015, November). Effects of private and public selfies on women's self-objectification, mood, self-esteem, endorsement of beauty ideals, and social aggression. Paper presented at the 101st annual convention of the National Communication Association, Las Vegas, NV.

Vendemia, M. A., & Lee-Won, R. J. (2015, May). (Re)viewing the reviews: Effects of review emotionality, valence, and reviewer status cues on credibility perceptions. Paper presented at the 65th annual conference of the International Communication Association, San Juan, PR.

DeAndrea, D. C., Van Der Heide, B., **Vendemia, M. A.**, & Vang, M. H. (2014, November). Same source, same content, different effect: How user-generated content can differentially affect viewers' evaluations of a target online. Paper presented at the 100th annual convention of the National Communication Association, Chicago, IL.

Vendemia, M. A., High, A. C., & DeAndrea, D. C. (2014, November). "Friend" or foe? Why people friend disliked others on Facebook. Paper presented at the 100th annual convention of the National Communication Association, Chicago, IL.

ACADEMIC APPOINTMENTS

INSTRUCTOR OF RECORD

Duties as the instructor of record include:

- Constructing the course syllabus that outlines lessons and assignments
- Planning lessons and lectures ranging from 50-110 minutes per class section
- Developing assignments and associated grading rubrics
- Writing exam and quiz questions
- Designing in-class activities and writing prompts for participation
- Facilitating classroom discussion
- Creating PowerPoint presentation aids with multimedia examples for lectures
- Assigning readings that align with course topics
- Grading and evaluating student work
- Holding office hours for four hours each week and by appointment

Summer 2016 **COMM 2540 – Introduction to Communication Technology [online course]**

The Ohio State University, School of Communication

COMM 2540 is a three credit hour undergraduate course that fulfills a core requirement for communication majors and serves as an elective course for non-majors. The class enrolls around 100 students over the summer term ranging from sophomores to seniors. The course is designed as an introduction to major communication technologies. The material considers a range of older media and contemporary new media with a focus on societal, relational, and psychological effects. The course challenges students to apply communication concepts and theories to communication technologies and think about the societal implications of new and emerging communication technologies.

Overall Student Evaluation of Instruction (SEI): 4.2/5.0

Additional duties for the online course include:

- Attending online course development workshops
- Independently developing an online course
- Translating offline course materials for the online context
- Creating class transcripts and audio recordings of lectures
- Facilitating class discussion boards for class participation
- Organizing virtual groups for student collaboration
- Conducting online surveys for student feedback
- Holding remote office hours via Skype

Spring 2016

COMM 2110 – Principles of Effective Public Speaking

The Ohio State University, School of Communication

COMM 2110 is a three credit hour undergraduate course that fulfills a core requirement for communication majors and serves as an elective course for non-majors. The class enrolls 25-30 students ranging from freshmen to seniors; the assignment includes two sections of this course. The course focuses on verbal and nonverbal aspects of public speaking. The material covers basic oral communication skills and strategies for effective communication. The class requires students to participate and present a variety of speeches throughout the semester. The course is designed for students to gain practical speaking experience and obtain feedback to improve their presentation style.

Overall Student Evaluation of Instruction (SEI): 4.8/5.0

Autumn 2015

COMM 2367 – Persuasive Communication

The Ohio State University, School of Communication

COMM 2367 is a three credit hour undergraduate course that fulfills a core requirement for communication majors and serves as a writing general education requirement for non-majors. The class enrolls 25-30 students ranging from freshmen to seniors; the assignment includes two sections of this course. The course focuses on persuasion through writing and oral expression. The material covers persuasion theory and research and effective persuasive techniques. The class encourages students to apply their knowledge to develop their own persuasive arguments in writing and speech.

Overall Student Evaluation of Instruction (SEI): 4.7/5.0

Spring 2015

COMM 2367 – Persuasive Communication

The Ohio State University, School of Communication

Overall Student Evaluation of Instruction (SEI): 4.8/5.0

Autumn 2014

COMM 2367 – Persuasive Communication

The Ohio State University, School of Communication

Overall Student Evaluation of Instruction (SEI): 4.7/5.0

Summer 2014

COMM 3325 – Introduction to Organizational Communication

The Ohio State University, School of Communication

COMM 3325 is a three credit hour undergraduate course that fulfills a core requirement for communication majors and serves as an elective course for non-majors. The class enrolls 45-60 students over the summer term ranging from freshmen to seniors. The course focuses on the changing role of communication in organizations. The material provides an overview of historical perspectives of organizational communication. The class challenges students to understand and apply theoretical perspectives to the evolving corporate environment.

Overall Student Evaluation of Instruction (SEI): 4.6/5.0

Spring 2014 **COMM 2367 – Persuasive Communication**
 The Ohio State University, School of Communication
 Overall Student Evaluation of Instruction (SEI): 4.9/5.0

TEACHING ASSISTANTSHIPS

Duties as a teaching assistant include:

- Attending lectures
- Meeting regularly with course instructor
- Administering exams and quizzes
- Grading and evaluating student work
- Corresponding with students
- Holding office hours for four hours each week and by appointment

Spring 2017 **COMM 1100 – Communication in Society**
 The Ohio State University, School of Communication
 Instructor of Record: Dr. Hillary C. Shulman
 COMM 1100 is a three credit hour undergraduate course that fulfills a core requirement for communication majors and serves as a social science general education requirement for non-majors. The class enrolls approximately 400 students ranging from freshmen to seniors. The course provides an overview of major communication theories and areas of research.

Autumn 2013 **COMM 3325 – Introduction to Organizational Communication**
 The Ohio State University, School of Communication
 Instructor of Record: Dr. Axel Westerwick
 COMM 3325 is a three credit hour undergraduate course that fulfills a core requirement for communication majors and serves as an elective course for non-majors. The class enrolls approximately 200 students ranging from freshmen to seniors.

RESEARCH ASSISTANTSHIPS

Spring 2019 **Dr. David C. DeAndrea**
 The Ohio State University, School of Communication

Autumn 2018 **Dr. David C. DeAndrea**
 The Ohio State University, School of Communication

Summer 2018 **Dr. Robert M. Bond**
 The Ohio State University, School of Communication

Spring 2018 **Dr. David C. DeAndrea**
 The Ohio State University, School of Communication

Autumn 2017 **Dr. David C. DeAndrea**
 The Ohio State University, School of Communication

Summer 2017 **Dr. David C. DeAndrea**
 The Ohio State University, School of Communication

Autumn 2016 **Dr. Robert M. Bond**
 The Ohio State University, School of Communication

- Summer 2014 **Dr. Axel Westerwick**
The Ohio State University, School of Communication
- Spring 2012 **Dallas-Hamilton Center for Entrepreneurial Leadership**
Bowling Green State University, College of Business
- Autumn 2011 **Timothy F. Smith, Associate Vice President for Research and Economic Development**
Bowling Green State University
- Summer 2011 **Dr. Betty Jo Licata, Dean of the Williamson College of Business Administration**
Youngstown State University

PROFESSIONAL EXPERIENCE

- 2008 – 2011 **Speech and Debate Coach**
Ursuline High School, Youngstown, OH
Coaching a competitive high school speech and debate team; earning state and national recognitions specializing in dramatic and humorous speech interpretation
- 2011 **Newsroom Intern**
WFMJ – TV, Youngstown, OH
Assisting with television production (writing press releases, editing tapes, reporting) for the 6:00 p.m. and 11:00 p.m. news broadcasts in a mid-sized television market
- 2010 **Advertising Sales Intern**
WFMJ – TV, Youngstown, OH
Assisting the General Sales Manager and advertising sales team learning advertising sales techniques, working with Nielsen ratings, and using television programming software
- Market Research Intern**
Harrods, London, UK
- Marketing Research Study Abroad Program**
Hult International Business School, London, UK
- 2008 **International Business Study Tour**
London, UK, & Dublin, IE

HONORS AND AWARDS

- 2018 **“Trust in Mediated Communication” International Summer School**
University of Münster, Münster, DE
Selected participant for a funded doctoral student summer school on trust in mediated communication; showcased an ongoing research project and received feedback from senior communication scholars

Doris Gildea Morgan Scholarship Award

The Ohio State University, School of Communication

Awarded department scholarship as a post-candidacy graduate student who demonstrates excellence in research

2017

Albert Warren Scholarship Award

The Ohio State University, School of Communication

Awarded department scholarship for teaching excellence

2016

Walter B. Emery Memorial Scholarship Award

The Ohio State University, School of Communication

Awarded department scholarship as a pre-candidacy graduate student who demonstrates excellence in research

2015

Wayne State University Summer Doctoral Seminar

Wayne State University, Detroit, MI

Selected participant for a funded doctoral student seminar in the area of computer-mediated communication; presented current research program

International Communication Association Graduate Student Travel Grant

Awarded a travel grant to present a conference paper

2013

Computer-Mediated Communication Mini-Conference

Selected participant for a faculty and graduate student seminar with Dr. Joseph B. Walther; presented master's thesis topic in the area of computer-mediated communication

2011

American Marketing Association

AMA International Collegiate Conference, New Orleans, LA

Awarded distinctions of outstanding performance and outstanding professional development

2010

Beta Gamma Sigma – International Business Honor Society

Inducted into international business honor society for earning a grade point average in the top 10% of undergraduate class

American Advertising Federation

AAF National Student Advertising Competition, Cleveland, OH

Developed and presented an integrated marketing campaign at a national competition

2007

National Forensic League

Awarded the degree of distinction for competition in interscholastic high school speech and debate competition

Ohio High School Speech League

Earned a top seed in state speech and debate competition; finished in the top three competitors in prose interpretation

SERVICE

2018 – Present **Dress for Success Columbus**, Career Center Workshop Facilitator

2017 – Present **Special Olympics Ohio**, Events Volunteer

2016 – Present **Manuscript Reviewer**

Sex Roles

Computers in Human Behavior

Cyberpsychology, Behavior, and Social Networking

International Communication Association Annual Conference

National Communication Association Annual Convention

2015 – 2018 **Graduate Student Peer Mentorship Program**

The Ohio State University, School of Communication

2017 – 2018 **Faculty Search Committee – Graduate Student Representative**

The Ohio State University, School of Communication

2014 – 2015 **Graduate Studies Committee – Graduate Student Representative**

The Ohio State University, School of Communication

2014 **The Ohio State University Forensics Program**, Individual Events Speech Judge

2011 – 2012 **MBA Student Association – Vice President**

Bowling Green State University, College of Business

2007 – 2015 **National Forensic League**, Individual Events Speech Judge

Ohio High School Speech League, Individual Events Speech Judge