

Emily Moyer-Gusé, Ph.D.

Associate Professor
School of Communication
The Ohio State University
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ACADEMIC POSITIONS

2013 – Present	Associate Professor The Ohio State University, School of Communication
2007 – 2013	Assistant Professor The Ohio State University, School of Communication

EDUCATION

2007	Ph.D.	Communication, University of California, Santa Barbara
2003	M.A.	Communication, Michigan State University
2001	B.A.	Advertising, Michigan State University

PUBLICATIONS

Moyer-Gusé, E. (forthcoming). Narrative persuasion theories. *International Encyclopedia of Media Effects*. Wiley-Blackwell

Moyer-Gusé, E. (2015). Extending our understanding of involvement with media personae: Response to Brown, W.J. *Communication Theory*, 25(3), 284-289.

Velez, J., Mahood, C., Ewoldsen, D. R., & Moyer-Gusé, E. (2014). Ingroup versus outgroup conflict in the context of violent video game play: The effect of cooperation on increased helping and decreased aggression. *Communication Research*, 41(5), 607-626.

Moyer-Gusé, E., & Tyrawski, J. (2014). The role of involvement in entertainment-education. *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage.

Nabi, R. L., & Moyer-Gusé, E. (2013). The psychology underlying media-based persuasion. In K. Dill (Ed.), *The Oxford Handbook of Media Psychology* (pp. 285-301). Oxford University Press.

Riddle, K., Cantor, J., Byrne, S., & Moyer-Gusé, E. (2012). "People killing people in the news": Young children's descriptions of frightening television news content. *Communication Quarterly*, 60, 278-294.

- Moyer-Gusé, E., Jain, P., & Chung, A. (2012). Reinforcement or reactance? Examining the effect of an explicit persuasive appeal following an entertainment-education narrative. *Journal of Communication*, 62, 1010-1027.
- Moyer-Gusé, E., Mahood, C., & Brookes, S. (2011). Entertainment-education in the context of humor: Effects on safer sex intentions and risk perceptions. *Health Communication*, 26, 765-774.
- Lather, J., & Moyer-Gusé, E. (2011). How do we react when our favorite characters are taken away? An examination of a temporary parasocial breakup. *Mass Communication and Society*, 14, 196-215.
- Moyer-Gusé, E., Chung, A., & Jain, P. (2011). Identification with characters and discussion of taboo topics after exposure to an entertainment narrative about sexual health. *Journal of Communication*, 61, 387-406.
- Moyer-Gusé, E., & Nabi, R. L. (2011). Comparing the effects of entertainment and educational television programming on risky sexual behavior. *Health Communication*, 26, 416-426.
- Cantor, J., Byrne, S., Moyer-Gusé, E., & Riddle, K. (2010). Descriptions of media-induced fright reactions in a sample of US elementary school children. *Journal of Children and Media*, 4, 1-17.
- Moyer-Gusé, E. (2010). Preference for television programs about sexual risk: The role of program genre and perceived message intent. *Media Psychology*, 13, 180-199.
- Moyer-Gusé, E., & Nabi, R. L. (2010). Explaining the effects of narrative in an entertainment television program: Overcoming resistance to persuasion. *Human Communication Research*, 36, 26-52.
- Moyer-Gusé, E., & Riddle, K. (2010). *The media's impact on children: A handbook for parents, educators, and policymakers*. Editorial Aresta.
- Moyer-Gusé, E. (2008). Toward a theory of entertainment persuasion: Explaining the persuasive effects of entertainment-education messages. *Communication Theory*, 18, 407-425.
- ❖ Most-cited *Communication Theory* article of 2010
- Moyer-Gusé, E., Linz, D., & Giles, H. (2008). Communication studies overview. In L. R. Kurtz (Ed.), *Encyclopedia of Violence, Peace, & Conflict*, Vol. 1 (2nd ed.). San Diego, CA: Academic Press.

- Smith, S. L., Pieper, K., & Moyer-Gusé, E. (2008). News, reality shows, and children's fears: Examining content patterns, theories, and negative effects. In S. L. Calvert & B. J. Wilson (Eds.), *The handbook of children, media, and development* (pp. 214-234). Boston: Wiley Blackwell.
- Clark, S., Nabi, R. L., & Moyer-Gusé, E. (2007). Television consumption and young women's expectations of sexual timing. *Media Report to Women*, 35(3), 4-12.
- Moyer-Gusé, E., & Smith, S. L. (2007). TV news and coping: Parents' use of strategies for reducing children's news-induced fears. In D. Lemish & M. Götz (Eds.), *Children and media in times of war and conflict* (pp. 267-286). Newark, NJ: Hampton Press.
- Nabi, R. L., Moyer-Gusé, E., & Byrne, S. (2007). All joking aside: A serious investigation into the persuasive effect of funny social issue messages. *Communication Monographs*, 74, 29-54.
- Smith, S. L., & Moyer-Gusé, E. (2006). Children and the war on Iraq: Developmental differences in fear responses to television news coverage. *Media Psychology*, 8, 213-237.
- Smith, S. L., & Moyer-Gusé, E. (2006). Voluptuous vixens and macho males: A look at the portrayal of gender and sexuality in video games. In T. Reichert & J. Lambiase (Eds.), *Sex in consumer culture: The erotic content of media and marketing* (pp. 51-65). Mahwah, NJ: Erlbaum.
- Smith, S. L., Moyer-Gusé, E., & Donnerstein, E. (2004). Media violence and sex: What are the concerns, issues, and effects? In J. D. H. Downing, D. McQuail, P. Schlesinger, & E. Wartella (Eds.), *The Sage handbook of media studies* (pp. 541-568). Thousand Oaks: CA, Sage.
- Smith, S. L., Moyer, E., Boyson, A. R., & Pieper, K. M. (2002). Parents' perceptions of children's fear responses. In B. S. Greenberg (Ed.), *Communication and terrorism* (pp. 193-208). Cresskill, NJ: Hampton Press.

RESEARCH IN PROGRESS

- Dale, K., & Moyer-Gusé, E. (under review). Interdependence in mediated intergroup contact: Exploring the common ingroup identity model in a fictional narrative. *Communication Research*.
- Lavis, S., & Moyer-Gusé, E. *The network president: Narrative persuasion in a fictional political drama*.
- Luong, T., & Moyer-Gusé, E. *Narrative engagement and information seeking behavior: How entertainment narratives can foster interest in science*.

- Moyer-Gusé, E., Cooper, K., Chung, A., & Jain, P. *Combining an organ donation storyline with an explicit persuasive appeal: The role of identification and reactance.*
- Moyer-Gusé, E., Dale, K., & Ortiz, M. (revise & resubmit). Identification and mediated intergroup contact. *Mass Communication & Society.*
- Moyer-Gusé, E., McKnight, J., & Krieger, J. *Using a narrative based inoculation message to communicate about the HPV Vaccine.*
- Moyer-Gusé, E., Tchernev, J., Walther, W. *Persuasiveness of a pro-environment television narrative combined with an explicit persuasive appeal.*
- Moyer-Gusé, E., Dale, K., Luong, T., & Rader, K. *Conceptualizing and operationalizing counterarguing in a narrative context.*
- Moyer-Gusé, E., Woods, K., Rader, K., & Luong, K. *Mother-daughter discussion of sexual health as a moderator of narrative persuasion.*
- Moyer-Gusé, E., Robinson, M., & McKnight, J. *Measles is off-the-chain contagious”: The role of humor in messages about the MMR vaccine.*
- Woods, K., & Moyer-Gusé, E. *Media multitasking and narrative persuasion.*

EXTERNAL GRANTS SUBMITTED

- Development and assessment of a narrative-based eHealth intervention to improve mother-daughter discussions about sexual risk and reduce teens' risky sexual behavior* Co-PIs: E. Moyer-Gusé & S. Hovick, Co-I: R. Pickler; National Institute of Health (NIH); \$275,000 Requested. **Submitted May 2016** (not funded).
- Power Trip: the Story of Energy*; PI: M. Webber, Co-PI: E. Moyer-Gusé & E. C. Nisbet; National Science Foundation, Advancing Informal STEM Learning; Requested \$3,000,000; \$600,000 allocated to Moyer-Gusé & Nisbet. **Submitted Nov 2014** (not funded).
- A multi-level, narrative intervention to build capacity around HPV vaccine communication.* Centers for Disease Control and Prevention (CDC). PI: Janice Krieger, Co-I: E. Moyer-Gusé & J. Wang. **Submitted Feb 2013** (not funded).

CONFERENCE PRESENTATIONS

- Lavis, S., & Moyer-Gusé, E. (2017). *Exploring Narrative Persuasion and Entertainment-Education Potential for American Fictional Political Drama Programing*. Paper submitted to the annual conference of the International Communication Association in San Diego, CA.

- Luong, K., & Moyer-Gusé, E. (2017). *Narrative engagement and information seeking behavior: How entertainment narratives can foster interest in science*. Paper submitted to the annual conference of the International Communication Association in San Diego, CA.
- McDonald, D., Moyer-Gusé, E., Potocki, B. L., & Christy, K. R. (2017). *The Limits of Empathy: Experiential and Physical Boundaries between Self and Other*. Paper submitted to the annual conference of the International Communication Association in San Diego, CA.
- Moyer-Gusé, E., Robinson, M., & McKnight, J. (2017). *Measles is off-the-chain contagious”: The role of humor in messages about the MMR vaccine*. Paper submitted to the annual conference of the International Communication Association in San Diego, CA.
- McDonald, D., Moyer-Gusé, E., & Christy, K. R. (2016). *Personal Experience, Memory and Self-Other Distinction: Limits and Expansion of Empathy for Media Characters*. Paper presented at the annual conference of the National Communication Association in Philadelphia, PA.
- Moyer-Gusé, E., Woods, K., Rader, K., & Luong, K. (2016). *Talking about TV: Mother-Daughter Viewing and Discussion of an Entertainment Narrative about Teen Pregnancy*. Paper presented at the annual conference of the National Communication Association in Philadelphia, PA.
- Moyer-Gusé, E., Dale, K., Rader, K., Lavis, S., & Woods, K. (2015). *What does it mean to Counterargue with a narrative? Reconceptualizing the roles of elaboration and counterarguing in narrative persuasion*. Paper presented at the annual conference of the National Communication Association in Las Vegas, NV.
- Dale, K., & Moyer-Gusé, E. (2014). *Interdependence in Mediated Intergroup Contact: Exploring the Common Ingroup Identity Model in a Fictional Narrative*. Paper presented at the annual conference of the National Communication Association in Chicago.
- Brookes, S., & Moyer-Gusé, E. (2014). *It's the thrill that matters: Temporal placement of narrative events as a potential neutralizer of morality preference in suspense*. Paper presented at the annual conference of the International Communication Association in Seattle.
- Tchernev, J., Moyer-Gusé, E., Brown, C., & Walther, W. (2014). *Am I being entertained or manipulated? Audience interpretations of persuasive intent*. Paper presented at the annual conference of the International Communication Association in Seattle.

- Brookes, S., & Moyer-Gusé, E. (2013). *Affective disposition theory in suspense: Elucidating the role of character liking in creating suspenseful affect*. Paper presented at the annual conference of the National Communication Association in Washington DC.
- Lookadoo, K., & Moyer-Gusé, E. (2013). *Testing the parasocial phenomena*. Paper presented at the annual conference of the National Communication Association in Washington DC.
- Hill, M., & Moyer-Gusé, E. (2012). *(In)decent discourse? How identification with American cable TV news personalities influences audience conceptions of conversational appropriateness*. Paper presented at the annual conference of the National Communication Association in Orlando, FL.
- Moyer-Gusé, E., Ortiz, M., & Dale, K. (2012). *Identification and mediated intergroup contact*. Paper presented at the annual conference of the National Communication Association in Orlando, FL.
- Chung, A., & Moyer-Gusé, E. (2012). *Predicting narrative involvement from social attraction to an actor*. Paper presented at the annual conference of the International Communication Association in Phoenix, AZ.
- Moyer-Gusé, E., Chung, A., Cooper, K., & Jain, P. (2012). *Identification, reactance, and counterarguing: Reactions to an explicit persuasive appeal following a prime-time drama*. Paper presented at the annual conference of the International Communication Association in Phoenix, AZ.
- Mahood, C., & Moyer-Gusé, E. (2012). *The importance of transportation as a moderator when using general empathic tendencies to predict identification with specific media characters*. Paper presented at the annual conference of the Southern States Communication Association in San Antonio, TX.
- Moyer-Gusé, E., Tchernev, J., & Walther, W. (2011). *Persuasiveness of a humorous narrative combined with an explicit persuasive appeal*. Paper presented at the annual conference of the National Communication Association in New Orleans, LA.
- Velez, J., Mahood, C., Ewoldsen, D., & Moyer-Gusé, E. (2011). *Prevalence of cooperative opportunities in violent video games*. Paper presented at the annual conference of the National Communication Association in New Orleans, LA.
- Brookes, S., Moyer-Gusé, E., & Mahood, C. (2011). *Playing the story: Transportation as a mediator of involvement in narratively-based video games*. Paper presented at the annual conference of the International Communication Association in Boston, MA.
- Moyer-Gusé, E., Jain, P., & Chung, A. H. (2011). *Reinforcement or reactance? Examining the effect of an explicit persuasive appeal following an entertainment-education narrative*.

Paper presented at the annual conference of the International Communication Association in Boston, MA.

- Velez, J., Mahood, C., Ewoldsen, D. R., & Moyer-Gusé, E. (2011). *Ingroup versus outgroup conflict in the context of violent video game play: The effect of cooperation on increased helping and decreased aggression*. Paper presented at the annual conference of the International Communication Association in Boston, MA.
- Moyer-Gusé, E., Mahood, C., & Brookes, S. (2010). *Entertainment-education in the context of humor: Effects on safer sex intentions and risk perceptions*. Paper presented at the annual conference of the National Communication Association in San Francisco, CA.
- Mahood, C., & Moyer-Gusé, E. (2009). *The path from trait to state: Unpacking the process of identification with fictional characters*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication in Boston, MA.
- Moyer-Gusé, E. (2009). *Selective exposure to television content: The role of genre and perceived intent*. Paper presented at the annual conference of the National Communication Association in Chicago, IL.
- Lather, J., & Moyer-Gusé, E. (2009). *How do we react when our favorite shows and favorite characters are taken away? An examination of a temporary parasocial breakup*. Paper presented at the annual conference of the International Communication Association in Chicago, IL.
- Moyer-Gusé, E., & Mahood, C. (2008). *Sex differences in entertainment-education effects on safer sex attitudes and behaviors*. Paper presented at the annual conference of the National Communication Association in San Diego, CA.
- Moyer-Gusé, E., & Nabi, R. L. (2008). *Explaining the persuasive effects of entertainment education: An empirical comparison of three theories*. Paper presented at the annual conference of the National Communication Association in San Diego, CA.
- Moyer-Gusé, E., & Nabi, R. L. (2008). *Comparing the persuasive effects of entertainment-education and educational programming on risky sexual behavior*. Paper presented at the annual conference of the International Communication Association in Montreal, Canada.
- Riddle, K., Cantor, J., Byrne, S., & Moyer-Gusé, E. (2008). *Young children's fright reactions to violence, war, and conflict in the news*. Paper presented at the annual conference of the International Communication Association in Montreal, Canada.
- Cantor, J., Byrne, S., Moyer-Gusé, E., & Riddle, K. (2007). *Young children's reports of their media induced fright reactions*. Paper presented at the annual conference of the International Communication Association in San Francisco, CA.

- Moyer-Gusé, E., & Byrne, S. (2007). *Not my kid: An examination of non-response in media research with children*. Presented at the conference of the Broadcast Education Association in Las Vegas.
- Moyer-Gusé, E. (2006). *Using entertainment media to influence risky health behaviors: Understanding the role of resistance*. Paper presented at the annual conference of the National Communication Association in San Antonio, TX.
- Smith, S. L., & Moyer-Gusé, E. (2005). *Children and the war on Iraq: Developmental differences in fear responses to TV news coverage*. Paper presented at the annual conference of the International Communication Association in New York, NY.
- Crook, S., Worrell, T., Westerman, D., Davis, J., Moyer-Gusé, E., & Clarke, S. (2004). *Personality characteristics associated with watching reality programming*. Paper presented at the annual conference of the International Communication Association in New Orleans, LA.
- Moyer-Gusé, E., & Smith, S. L. (2004). *TV news and coping: Parents' use of strategies for reducing children's news-induced fears*. Paper presented at the annual conference of the International Communication Association in New Orleans, LA.
- Smith, S. L., Smith R. A., Boyson, A. R., Moyer-Gusé, E., Crook S., & Chakroff, J. (2004). *A longitudinal investigation of children's safety concerns surrounding news coverage of the terrorists' attacks*. Paper presented at the annual conference of the International Communication Association in New Orleans, LA.
- Moyer-Gusé, E., & Smith, S. L. (2003). *Media sex and humor: Does the juxtaposition of these features influence viewers' attitudes towards condom use?* Paper presented at the annual conference of the National Communication Association in Miami, FL.
- Smith, S. L., Boyson, A. R., Moyer, E., & Suding, P. (2003). *Teachers' perceptions of their elementary school children's fear responses to the terrorists' attacks*. Paper presented at the Society for Research on Child Development Meeting in Tampa, FL.
- Boyson, A. R., Crook, S., Moyer, E., Chakroff, J., & Smith, S. L. (2002). *Personality covariates of preference for violent media content*. Paper presented at the annual conference of the National Communication Association in New Orleans, LA.
- Smith, S. L., Moyer, E., Boyson, A. R., & Pieper, K. (2002). *Parents' perceptions of their child's fear reactions to TV news coverage of the terrorists' attacks*. Paper presented at the annual conference of the International Communication Association, Seoul, Korea.
- Smith, S. L., Wilson, B. J., Boyson, A. R., & Moyer, E. (2002). *The impact of victim age and visual cues on children's fear reactions to a violent news story*. Paper presented at the annual conference of the National Communication Association in New Orleans, LA.

Smith, S. L., Moyer, E., Boyson, A. R., & Pieper, K. (2001). *Teachers' perceptions of children's fear responses to the terrorist attacks*. Working paper presented at the annual conference of the National Communication Association in Atlanta, GA.

AWARDS & HONORS

Top Four Paper Award, 2011. Mass Communication Division of the National Communication Association. Paper co-authored with J. Tchernev & W. Walther.

Top Paper Award, 2011. Mass Communication Division of the International Communication Association. Paper co-authored with A. Chung & P. Jain.

Most-cited *Communication Theory* article of 2010. Awarded to (Moyer-Gusé, 2008).

Top Four Paper Award, 2009. Mass Communication Division of the National Communication Association.

Top Four Paper Award, 2008. Mass Communication Division of the National Communication Association. Paper co-authored with R. L. Nabi.

Top Paper Award, 2005. Instructional and Developmental Division of the International Communication Association. Paper co-authored with S. L. Smith.

Top Paper Award, 2002. Instructional and Developmental Division of the International Communication Association. Paper co-authored with S. L. Smith, A. Boyson, and K. Pieper.

DEPARTMENTAL SERVICE

2016-2017	Member, Search committee School of Communication, The Ohio State University
2016-2017	Member, Graduate studies committee School of Communication, The Ohio State University
2014-2015	Member, Graduate studies committee School of Communication, The Ohio State University
2014-2015	Member, Core search committee School of Communication, The Ohio State University
2014	Member, Director search committee School of Communication, The Ohio State University
2013-2014	Member, Search committee School of Communication, The Ohio State University
2012-2014	Member, Graduate studies committee School of Communication, The Ohio State University
2012-2013	Member, Search committee School of Communication, The Ohio State University
2011-2012	Member, Search committee School of Communication, The Ohio State University
2008 – 2010	Member, Undergraduate committee School of Communication, The Ohio State University
2008	Member, Space committee School of Communication, The Ohio State University

PROFESSIONAL AFFILIATIONS AND SERVICE

Top Papers Awards Committee (2014; 2015)
Children and Media Division of the International Communication Association

Representative to the nominating committee (2011-2012)
National Communication Association, Mass Communication Division

Member & Paper Reviewer:
International Communication Association (ICA)

National Communication Association (NCA)

Grant Reviewer:

Israel Science Foundation (2012; 2015)

Editorial Board Member:

Journal of Communication (2009-present)

Journal Reviewer:

Communication Methods & Measures

Communication Research

Communication Theory

Communication Yearbook

Health Communication

Human Communication Research

Journal of Children and Media

Journal of Health Communication

Mass Communication & Society

Media Psychology

Sex Roles