

## **Emily Moyer-Gusé, Ph.D.**

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Associate Professor  
School of Communication  
The Ohio State University  
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### **ACADEMIC POSITIONS**

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| 2013 – Present | Associate Professor<br>The Ohio State University, School of Communication |
| 2007 – 2013    | Assistant Professor<br>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., Robinson, M., & McKnight, J. (2018). The role of humor in messaging about the MMR vaccine. *Journal of Health Communication*, 23, 514-522.
- Moyer-Gusé, E., Dale, K., & Ortiz, M. (in press). Reducing prejudice through narratives: An examination of the mechanisms of vicarious intergroup contact. *Journal of Media Psychology*.
- Moyer-Gusé, E., & Dale, K. (2017). Narrative persuasion theories. In P. Rossler, C. A. Hoffner, & L. van Zoonen (Eds.), *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 (2<sup>nd</sup> 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.

## **CONFERENCE PRESENTATIONS**

- Luong, K., & Moyer-Gusé, E. (2019). *Risk mitigation as altruism: Examining the use of elevation and empathy in risk communication*. Paper to be presented at the annual meeting of the International Communication Association Conference, Washington DC.
- Moyer-Gusé, E., Rader, K., & Lavis, S. (2019). *Beyond counterarguing: Investigating alternative cognitive processes of narrative persuasion using a pro-vaccine entertainment narrative*. Paper to be presented at the annual meeting of the International Communication Association Conference, Washington DC.
- Ott, J., & Moyer-Gusé, E. (2019). *Vicarious Self-Affirmation: Understanding Key Mechanisms*. Paper to be presented at the annual meeting of the International Communication Association Conference, Washington DC.
- Wing, H. & Moyer-Guse, E. (2018). *Crowdfunding hope: Using crowdfunding platforms to better understand hope induction*. Paper presented at the annual meeting of the National Communication Association Conference, Salt Lake City, UT.
- Rader, K., & Moyer-Guse, E. (2018). *"It wasn't like that in the book": Theoretical considerations of screen adaptation*. Paper presented at the annual conference of the International Communication Association in Prague Czech Republic.
- Lavis, S., & Moyer-Gusé, E. (2017). *Exploring Narrative Persuasion and Entertainment-Education Potential for American Fictional Political Drama Programing*. Paper presented at the annual conference of the International Communication Association in San Diego, CA.
- Luong, K., Moyer-Gusé, E., & McKnight, J. (2017). *Narrative engagement and information seeking behavior: How entertainment narratives can foster interest in science*. Top paper presented at 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 presented at 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 presented at the annual conference of the National 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 Paper Award, 2017. Mass Communication Division of the International Communication Association. Paper co-authored with K. Luong & J. McKnight.
- Top 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 Paper Award, 2009. Mass Communication Division of the National Communication Association.

Top 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.