

Emily Moyer-Gusé, Ph.D.

Associate Professor
School of Communication
The Ohio State University
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Columbus, OH 43210
moyer-guse.1@live.com

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

Frazer, R., Moyer-Gusé, E., & Grizzard, M. (in press). Liking of Morally Ambiguous Characters study. *Media Psychology*.

Ott, J., & Moyer-Gusé, E. (in press) Vicarious Self-Affirmation: Understanding Key Mechanisms. *Media Psychology*.

Dale, K., & Moyer-Gusé, E. (2021). Interdependence in mediated intergroup contact: Exploring the common ingroup identity model in a fictional narrative. *Journal of Media Psychology: Theories, Methods, and Applications*, 33, 5-15.

Frazer, R., & Moyer-Gusé, E. (2021). Engaging the dark side: Exploring identification with morally complex antagonists. *Mass Communication & Society*.

Tchernev, J. M., Brown, C., Walther-Martin, W., & Moyer-Gusé, E. (2021). Forceful or funny? Audience interpretations of narrative persuasion in satirical entertainment media. *Communication Studies*.

Luong, K., & Moyer-Gusé, E. (2020). Elevated to reduce risk: Eudaimonic messages, elevation, altruism, and risk communication. *Journal of Health Communication*.

Luong, K. T., Moyer-Gusé, E., & McKnight, J. (2020). Let's go to the movies...for science! The impact of entertainment narratives on science knowledge, interest, and information-seeking intention. *Journal of Media Psychology: Theories, Methods, and Applications*, 32, 200-215.

- Moyer-Gusé, E., Woods, K., Rader, K., & Luong, K. (2020). Talking about TV: Mother-daughter viewing and discussion of an entertainment narrative about teen pregnancy. *Health Communication, 35*, 1200-1209.
- Ott, J., & Moyer-Gusé, E. (2020) Vicarious Self-Affirmation: Understanding Key Mechanisms. *Media Psychology*.
- Moyer-Gusé, E., Dale, K., & Ortiz, M. (2019). Reducing prejudice through narratives: An examination of the mechanisms of vicarious intergroup contact. *Journal of Media Psychology: Theories, Methods, and Applications, 31*, 185-195.
- Moyer-Gusé, E., Tchernev, J., Walther, W. (2019). Persuasiveness of a pro-environment television narrative combined with an explicit persuasive appeal. *Science Communication, 41*, 422-441.
- 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. (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.
- 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.

CONFERENCE PRESENTATIONS

- Luong, K., Moyer- Gusé, E., & Dixon, G. (2022). *Building a Resonant Moral Story: The Effect of Moral Value Targeting in Narrative Exemplars on Climate Change Mitigation*. Paper to be presented to the annual meeting of the International Communication Association in Paris, France.
- Ott, J., Slater, M. L., Moyer- Gusé, E. (2022). *Simultaneously Modeling Responses to More vs. Less Eudaimonic Film Excerpts*. Paper to be presented to the annual meeting of the International Communication Association in Paris, France.
- Watts, J., Slater, M. L., Moyer- Gusé, E. (2022). *Testimonials Eliciting Affect: Theorizing Overtly Persuasive Narratives*. Paper to be presented to the annual meeting of the International Communication Association in Paris, France.
- Frazer, R., Moyer- Gusé, E., & Grizzard, M. (2021). *Moral Disengagement and Consequences for Victims in Entertainment Narratives: An Experimental Investigation*. Paper presented to the Communication and Social Cognition Division of the National Communication Association in Seattle, WA.
- Watts, J., & Moyer- Gusé, E. (2021). *Countering Narrative Misinformation: Investigating Narrative Corrections and Character Trust on Knowledge*. Paper presented to the Health Communication Division at the annual meeting of the National Communication Association in Seattle, WA.
- Foster, M., Slater, M. L., & Moyer-Gusé, E. (2021). *Examining a Health-Relevant Situation Comedy Followed by an Explicit Persuasive Appeal*. Paper presented to the Health Communication Division of the International Communication Association.
- Ott, J., Wing, H., & Moyer-Gusé, E. (2020). *Dimensions of Identification: Cognitive and Affective Routes to Persuasion*. Paper presented at the annual meeting of the National Communication Association.

- Frazer, R., & Moyer-Gusé, E. (2019). *Engaging the dark side: Fictional characters and real-world attitudes toward criminals*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication in Toronto, Canada.
- Luong, K., & Moyer-Gusé, E. (2019). *Risk mitigation as altruism: Examining the use of elevation and empathy in risk communication*. Paper 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 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 presented at the annual meeting of the International Communication Association Conference, Washington DC.
- Wing, H. & Moyer-Gusé, 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-Gusé, 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.

DEPARTMENTAL SERVICE (School of Communication, The Ohio State University)

2020-2021 Member, Research Committee

2019 Member, P&T Reading Committee for P&T (Coronel)

2019-2020 Member, Graduate studies committee

2019-2020 Graduate Studies Committee representative to the Diversity Committee

2018-2019 Member, Graduate Studies Committee

2017-2018 Member, Graduate Studies Committee

2017-2018 Member, Search Committee

2016-2017 Member, Search Committee

2016-2017 Member, Graduate Studies Committee

2014-2015 Member, Graduate Studies Committee

2014-2015 Member, Core Search Committee

2014 Member, Director Search Committee

2013-2014 Member, Search Committee

2012-2014 Member, Graduate Studies Committee

2012-2013 Member, Search Committee

2011-2012 Member, Search Committee

2008–2010 Member, Undergraduate Committee

2008 Member, Space Committee

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 Broadcasting & Electronic Media