

Osei Appiah, Ph.D.

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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, School of Communication, The Ohio State University, Columbus, OH, 2016 to present

Professor and Associate Director, School of Communication, The Ohio State University, Columbus, OH, 2016 to 2020

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

PROFESSIONAL EXPERIENCE

Multi-Cultural Media Consultant

Ogilvy & Mather, New York, NY, August 1999 to March 2000

- Provided social, political, psychological, and cultural insights on youth market to expert panel assembled to create culturally relevant ads for the Office of National Drug Control Policy's "National Youth Anti-Drug Media Campaign"

Professor-in-Residence, Strategic Planning

Ogilvy & Mather, New York, NY, June to August 1999

- Conducted comprehensive assessment of the leading advertising testing firms' research methodologies and provided a written report and formal presentation to strategic planning executives
- Shared research with Jaguar's automobile campaign team targeting African American consumers

Sports Marketing Intern

Nike, Inc., Beaverton, OR, June to August 1995

- Enhanced equity of Nike Sports Management (NSM) and created endorsement opportunities for athletes using a six-week three-phase business correspondence sent to more than 200 leading national and regional advertisers; created candy bar motto
- Conducted market research study on boxing fans to better position athletes with endorsers and the public
- Created the prototype for a community-based foundation that provides assistance to youth-oriented non-profit organizations benefiting underprivileged youth

PROFESSIONAL EXPERIENCE (Cont.)

Marketing Consultant

Apple Computer, Inc., Cupertino, CA, September 1994 to January 1995

- Implemented, and synthesized qualitative and quantitative research utilizing survey research techniques
- Presented consumer research findings and provided recommendations for product development

Consumer Research & Product Marketing Intern

Apple Computer, Inc., Cupertino, CA, June to September 1994

- Designed and implemented research study on mid-range computer users: designed questionnaires, conducted nation-wide ethnographic in-depth customer interviews, wrote summary, and presented findings
- Made recommendations concerning computer features, release dates, pricing, and marketing

Market Researcher

Yankelovich Partners, Inc., Newport Beach, CA, March to September 1993

- Assisted in the planning and development of research study designs including segmentations, strategic positioning, consumer goods forecasting, public opinion, and brand equity studies; including analyzing focus group discussion data
- Designed questionnaires; Analyzed data; Wrote reports; Presented findings to clients

Market Research Intern

Pro Athlete Magazine, Santa Clara, CA, June 1988 to June 1989

- Aided in the production, printing, and distribution of a quarterly magazine with a national circulation of 25,000
- Assisted in the construction of questionnaires; Administered consumer surveys

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
Sports Mass Media & Society
Communication Research Methods
Crisis Communication

BLIND REFEREED PUBLICATIONS

Appiah, O., Eveland, W. P., Jr., & Henry, C. (2023). Partisanship supersedes race: Effects of discussant race and partisanship on Whites' willingness to engage in race-specific conversations. *Human Communication Research*. Advance online publication <https://doi.org/10.1093/hcr/hqad055>

Eveland, W. P., Jr., Henry, C. M., & Appiah, O. (2023). The implications of listening during political conversations for democracy. *Current Opinion in Psychology*. Advance Online publication <https://doi.org/10.1016/j.copsyc.2023.101595>

Appiah, O., Eveland, W.P., Jr., Bullock, O., & Coduto, K. (2022). Why we can't talk openly about race: The impact of race and partisanship on respondents' perceptions of intergroup conversations. *Group Processes & Intergroup Relations*, 25(2), 434-452.

Eveland, W.P., Jr., Coduto, K., Appiah, O., & Bullock, O. (2020). Listening during political conversations: Traits and Situations. *Political Communication*, 37(5), 656-677.

BLIND REFEREED PUBLICATIONS (Cont.)

Eveland, W. P., Jr., & Appiah, O. (2019). A national conversation about race? Political discussion across lines of racial and partisan difference. *Journal of Race, Ethnicity, and Politics*, 1-27.

Harris, J., Frazier III, W., Fleming-Milici, F., Hubert, P., Rodriguez-Arauz, G., Grier, S., & Appiah, O. (2019). A qualitative assessment of U.S. Black and Latino adolescents' attitudes about targeted marketing of unhealthy food and beverages. *Journal of Children and Media*, 13(3), 1-22.

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., Jr., 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.

*Hoplazian, 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.

BLIND REFEREED PUBLICATIONS (Cont.)

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.

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

MANUSCRIPTS UNDER REVIEW

Cho, H., Li, W., Ni, A., Appiah, O., & Karandikar, S. (revise and resubmit). Perspective taking and perspective getting: Mechanisms of effects on willingness to help a stigmatized racial outgroup. *Communication and Race*.

Eveland, W. P., Jr., Appiah, O., & Henry, C. M. (under review). Listening, race, and politics: How individual differences, conversational topics, and dyadic properties affect listening. Submitted as part of special issue on listening (by Scudder & Neblo) to *Political Communication*.

BOOKS

Appiah, O. (in progress). *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

Eveland, W. P., Jr., Appiah, O., Long, J. A., & Kleinman, S. B. (2023). How race affects simply having versus actually choosing cross-race political discussion partners. In T. Faas, S. Huber, M. Krewel & S. Roßteutscher (Eds.) *Information flows, elections, and democracy: Festschrift for Rüdiger Schmitt-Beck*. Nomos Verlagsgesellschaft.

Appiah, O., & Holt, L. (in press). Dehumanizing Black Children and Treating them Like Adults: Ingroup Favoritism and Outgroup Derogation in Evaluating Children Criminal Suspects in News Stories. In T. Dixon, and D. Mastro (Eds.). *U.S. Media and Diversity: Representation, dissemination, and effects*. New York: Routledge.

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.

MANUSCRIPTS IN PROGRESS

- Appiah, O., Eveland, W. P., Jr., & Henry, C., Wingard, M. (in progress). *Living while Black: Perspective taking among Whites as an effective intervention in increasing empathy for and cross-race conversations with Blacks.*
- Eveland, W. P., Jr., Appiah, O., & Henry, C. M. (in progress). *Listening – not talking – about race and politics: The intersection of dyadic properties, conversational topics, and individual differences in encouraging democratic listening.*
- Henry, C., Eveland, W. P., Jr., & Appiah, O. (in progress). *When is bad stronger than good? Testing the intergroup valence asymmetry hypothesis in political discussion across racial lines.*
- Manohar, U., & Appiah, O. (in progress). Revisiting the international TA problem: Acknowledging intergroup biases and testing the effectiveness of perspective taking in reducing biases.

BLIND REFEREED PAPER PRESENTATIONS

Appiah, O., Eveland, W. P., Jr., & Henry, C. M. (2023, May). *Partisanship supersedes race: Effects of discussant race and partisanship on Whites' willingness to engage in race-specific conversations*. Presented to the Political Communication division of the International Communication Association, Toronto, Canada.

Eveland, W. P., Jr., Appiah, O., & Henry, C. M. (2023, May). *Listening – not talking – about race and politics: The intersection of dyadic properties, conversational topics, and individual differences in encouraging democratic listening*. Presented to the Political Communication division of the International Communication Association, Toronto, Canada.

Henry, C., Eveland, W. P., Jr., & Appiah, O. (2022, November). *When is bad stronger than good? Testing the intergroup valence asymmetry hypothesis in political discussion across racial lines*. Paper presented to the Social Cognition division of NCA, New Orleans, LA.

Eveland, W. P., Jr., Henry, C., & Appiah, O. (2022, November). *When is bad stronger than good? Testing the intergroup valence asymmetry hypothesis in political discussion across racial lines*. Paper presented at the annual convention of the National Communication Association, New Orleans, LA.

Eveland, W. P., Jr., & Appiah, O. (2020, January). *Understanding Avoidance of Interracial Talk About Race, Politics, and Beyond*. Paper presented at the annual convention of the Southern Political Science Association, Puerto Rico.

Appiah, O., Eveland, W.P., Jr., Bullock, O., & Coduto, K. (2019, May). *Why We Can't Talk Openly About Race: The Impact of Race and Partisanship on Respondents' Perceptions of Intergroup Conversations*. Paper presented at the annual convention of the International Communication Association, Washington, D.C.

Eveland, W. P., Jr., Appiah, O., Long, J. A., & Kleinman, S. B. (2019, May). *How Race Affects Simply Having versus Actually Choosing Cross-Race Political Discussion Partners*. Paper presented at the annual convention of the International Communication Association, Washington, D.C.

Coduto, K., Eveland, W. P., Jr., Appiah, O., & Bullock, O. (2019, May). *The Multiple Roles of Race in Listening During Political Conversations*. Paper presented at the annual convention of the International Communication Association, Washington, D.C.

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., Jr., 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.

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.

BLIND REFEREED PAPER PRESENTIONS (Cont.)

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-Constraint*. 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

Paper**

****Awarded Top 3 Faculty**

*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-Constraint*. Paper presented at annual convention of the

BLIND REFEREED PAPER PRESENTIONS (Cont.)

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.

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.

BLIND REFEREED PAPER PRESENTATIONS (Cont.)

*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.

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****

BLIND REFEREED PAPER PRESENTATIONS (Cont.)

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****

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.

INVITED PANEL PRESENTATIONS (Cont.)

- “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

- “Why We Can’t Talk Openly About Race: The Impact of Race and Partisanship on Respondents’ Perceptions of Intergroup Conversations.” Annual Lecture Series. Department of Communication and Media, University of Michigan, MI. September 2023.
- “Cultural Voyeurism: A New Framework for Understanding Race, Ethnicity, and Mediated Intergroup Interaction.” Distinguished Speaker Series, Design Lab, University of California at San Diego. May 2021.
[Osei Appiah \(Ohio State University\) - UCSD Design Lab](#)
- “Cultural Voyeurism: A New Framework for Understanding Race, Ethnicity, and Mediated Intergroup Interaction.” Annual Lecture Series. 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.
- “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.

INVITED COLLOQUIA (Cont.)

“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-Construction.” 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.

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

“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

Nike, Inc. “Making Cultural Connections in an Increasingly Diverse World.” Presentation about diversity and marketing to over 400 employees worldwide in human resources, marketing, and diversity, equity, and inclusion at Nike. April 2022

Columbus Police Department (CPD), research group on the evaluation of CPD preparation and management of protesters during the 2020 summer protests of the killing of George Floyd, Columbus, Ohio, April 2021.

Presentation, American Advertising Federation (AAF), “Cultural Voyeurism & Ethnically Ambiguous Characters in Advertising,” Dayton, Ohio. December 5, 2019.

Presentation to the President of Charter Communications (formerly Time Warner Communications), New York City, entitled “Future of the Media.” Invited to give presentation by A&S College Development Office, The Ohio State University, November 2019.

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

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

OUTREACH & PROFESSIONAL PRACTICE (Cont.)

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

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

COMMITTEES & SERVICE

Department—OSU

Chair, Alumni Engagement Committee, School of Communication, The Ohio State University 2019 to present

Chair, Search Committee, School of Communication, The Ohio State University, 2016 to present

Member, Executive Committee, School of Communication, The Ohio State University, 2016 to present

Member, P&T Reading Committee, School of Communication, The Ohio State University, 2021

Member, Diversity Committee, The Ohio State University, 2017 to present

Member, Eligible Faculty for Promotion and Tenure, School of Communication, The Ohio State University, 2009 to present

Member Ex-officio, Undergraduate Studies Committee, School of Communication, The Ohio State University, 2019 to 2020

Member, Promotion and Tenure Reading Committee, School of Communication, The Ohio State University, 2019 to 2020

Chair, Promotion & Tenure Committee (P&T), The Ohio State University, 2016 to 2017

Member, Diversity Committee, School of Communication, The Ohio State University, 2014 to 2015

Member, Search Committee, School of Communication, The Ohio State University, 2014 to 2015

Member, Undergraduate Studies Committee, School of Communication, The Ohio State University, 2012 to 2015

Chair, Diversity Committee, School of Communication, The Ohio State University, 2009 to 2011

Member, Faculty Search Committee, School of Communication, The Ohio State University, 2011 to 2013

Chair, Grade Grievance Committee, School of Communication, The Ohio State University 2012

Member, Faculty Search Committee, School of Communication, The Ohio State University, 2007 to 2010

COMMITTEES & SERVICE (Cont.)

Department—OSU

Member, Graduate Studies Committee, School of Communication, The Ohio State University, 2004 to 2010
Member, Undergraduate Awards Committee, School of Communication, The Ohio State University, 2005 to 2006
Member, Undergraduate Awards Committee, School of Communication, The Ohio State University, 2005 to 2006
Member, Publications Committee, School of Communication, The Ohio State University, 2002 to 2003

College/University—OSU

Member, University-Level Advisory Committee (ULAC) on the GE, The Ohio State University 2021 to present
Member, Sports & Society Initiative, The Ohio State University, 2016 to present
Member, Advisory Committee, Search for Associate Executive Dean for Undergraduate Education, Arts and Sciences, The Ohio State University, 2019
Member, University Honors & Scholars Committee, The Ohio State University, 2012 to 2015
Chair, College Diversity Committee, College of Social and Behavioral Sciences, The Ohio State University, 2011 to 2013
Member/Affiliate, Kirwan Institute for the Study of Race and Ethnicity in the Americas, The Ohio State University, 2006 to 2015
Member, The Ohio State University Criminal Justice Research Center, 2003 to 2015
Member, Faculty Advisory Council (FAC) Diversity Sub-committee, The Ohio State University, 2012
Member, College Diversity Committee, College of Social and Behavioral Science, The Ohio State University, 2007 to 2010
Member, Professorship in Race and Ethnicity in the Americas Faculty Search Committee, College of Social and Behavioral Sciences, The Ohio State University, 2003 to 2004
Member, Cultural Conflicts and the Media Research Group, Ohio State University, 2003 to 2005

Department—ISU

Member, Iowa State University Interdisciplinary Committee on "Assessing the Use of the Internet by Teenagers to Acquire Nutrition and Exercise Knowledge," 1999 to 2002
Member, Curriculum Committee, Greenlee School of Journalism and Communication, Iowa State University, 2000 to 2002.
Member, Advertising Faculty Search Committee, Greenlee School of Journalism and Communication, Iowa State University, 1999 to 2001.
Member, Public Relations Faculty Search Committee, Greenlee School of Journalism and Communication, Iowa State University 1999 to 2000.
Member, Communication Technology Committee, Greenlee School of Journalism and Communication, Iowa State University 1998 to 2000.

College—ISU

ISU, LAS Dean's Ad-Hoc Committee for Technology and Curriculum, 1999 to 2000

International Association/Convention Service

Head, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC), 2007 to 2008
Program Chair, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC), 2006 to 2007
Chair, Professional Freedom & Responsibility Research Papers, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2005 to 2006

COMMITTEES & SERVICE (Cont.)

International Association/Convention Service

- Chair, Research Papers, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2004 to 2005
- Chair, Student Research Papers, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2003 to 2004
- Member, AEJMC President's Task Force on the Status and Future of the Structure & Organization of AEJMC, 2001 to 2004
- Reviewer, Advertising Division, Association for Education in Journalism and Mass Communication
- Discussant, Communication Technology Division, Session entitled, "Scholar-to-Scholar Session," at the annual convention for the Association for Education in Journalism and Mass Communication (AEJMC), San Antonio, TX., 2005
- Member, Committee to Judge the Dr. Lionel Barrow Minority Doctoral Student Scholarship Award, sponsored by the Communication Theory & Methodology Division of AEJMC, 2003
- Discussant, Advertising Division Teaching Session entitled, "Scholar-to-Scholar Session," at the annual convention for the Association for Education in Journalism and Mass Communication (AEJMC), Kansas City, MO., 2003
- Reviewer, Communication Technology & Policy Division, Association for Education in Journalism and Mass Communication (AEJMC), 2000 to 2002
- Discussant, Advertising Division Teaching Session entitled, "New Ideas in Teaching Advertising," at the Association for Education in Journalism and Mass Communication, Washington, D.C., (AEJMC), 2001
- 2nd Vice Chair, Executive Committee, Minorities and Communication Division, Association for Education in Journalism and Mass Communication (AEJMC), 2000 to 2001
- 2nd Programming Chair, Executive Committee, Minorities and Communication Division, Association for Education in Journalism and Mass Communication (AEJMC), 2000 to 2001
- Chair, Session entitled, "Antecedent Factors Influencing Evaluation," at the Society for Consumer Psychology annual conference, San Antonio, TX, 2000
- Co-Chair, Professional Freedom & Responsibility, Minorities & Communication Division for the Association for Education in Journalism and Mass Communication, 1999 to 2000

Editorial Advisory Boards

- Frontiers in Psychology*, Associate Editor, 2023
- Journalism & Mass Communication Quarterly*, 2018 to present
- Journal of Advertising Education* (Guest Editor), 2016 to 2017
- The Howard Journal of Communications*, 2004 to present
- Journalism & Mass Communication Educator*, 2002 to present
- Group Processes 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)

Ad Hoc Reviewer

- Communication Research* (2004, 2005, 2007, 2008, 2014-2019)
- Communication Theory* (2013)
- Developmental Psychology* (2005)
- Howard Journal of Communications* (1999, 2000, 2003-2014, 2018 to present)
- Human Communication Research* (2009, 2021)

COMMITTEES & SERVICE (Cont.)

Ad Hoc Reviewer

International Journal of Communication (2014)
Journalism & Mass Communication Educator (2001, 2002, 2004-2018)
Journalism and Mass Communication Quarterly (2008, 2010, 2016, 2020-2022)
Journal of Advertising (2011, 2015, 2022)
Journal of Applied Social Psychology (2008)
Journal of Broadcasting & Electronic Media (2002, 2004-2008)
Journal of Communication (2012, 2013, 2017-2019, 2021)
Mass Communication & Society (2005)
Media Psychology (2011-2013, 2015-2019)
Popular Communication (2007)
Preventive Medicine (2011)

STUDENT COMMITTEES & ADVISING

Doctoral Dissertations

Tiffany White, Ph.D. (2017). School of Communication, The Ohio State University
Uttara Manohar, Ph.D. (2015). School of Communication, The Ohio State University
Katie Dale, Ph.D. (2015). School of Communication, The Ohio State University
Jennifer Moreland, Ph.D., (2012). School of Communication, The Ohio State University
(Chair) Gregory Hoplamazian, Ph.D. (2011). School of Communication, The Ohio State University
Tanisha Jackson, Ph.D., 2011, Art Education, The Ohio State University
Nori Comello, Ph.D. (2010). School of Communication, The Ohio State University

Doctoral Dissertations

(Chair) Troy Elias, Ph.D. (2009). School of Communication, The Ohio State University
Vinnie Cicchirillo, Ph.D. (2009). School of Communication, The Ohio State University
Catherine Goodall, Ph.D., (2009). School of Communication, The Ohio State University
Tom German, Ph.D. (2008). School of Communication, The Ohio State University
Yung-I “Eliza” Liu, Ph.D. (2008). School of Communication, The Ohio State University
Robert Griffiths, Ph.D. (2007). School of Communication, The Ohio State University
Jenny Chakroff, Ph.D. (2007). School of Communication, The Ohio State University
John Taylor, Ph.D. (2002). Higher Education, Iowa State University
Ingrid Adams, Ph.D. (2002). Nutrition, Family and Consumer Sciences, Iowa State University
Robert Perkins, Ph.D. (2002). Higher Education, Iowa State University

Master’s Theses

Todd Haery, 2020, School of Communication, The Ohio State University
Ashley Hofner, 2014, School of Communication, The Ohio State University
Beijing Harris, 2014, School of Communication, The Ohio State University
Adam Monk, 2012, School of Communication, The Ohio State University
Scott Polacek, 2012, School of Communication, The Ohio State University
(Chair) Elly Grekin, 2009, School of Communication, The Ohio State University
Tiphane Deas, 2009, School of Communication, The Ohio State University
(Chair) Yolanda Davis, 2008, School of Communication, The Ohio State University
(Chair) Gregory Hoplamazian, 2008, School of Communication, The Ohio State University
(Chair) Nora Anderson, 2007, School of Communication, The Ohio State University

STUDENT COMMITTEES & ADVISING

Master's Theses

(Chair) Troy Elias, M.A., 2006, School of Communication, The Ohio State University
(Chair) Carrie Lynn Reinhard, M.A., 2005, School of Communication, The Ohio State University
Khalid Reeves, M.A., 2005, School of Communication, The Ohio State University
(Chair) Chen, Xiaoyuan, M. A., 2004 School of Communication, The Ohio State University
Cheryl Oldenburg, M.Ed., Higher Education, Iowa State University 2001
Narayan Devanathan, M.S., Journalism and Communication, Iowa State University, 2001
Robert Perkins, M.S., Sociology, Iowa State University 2000
Yongkuk Chung Kung, M.S., Journalism and Communication, Iowa State University 2000
Kimberly Bell, M.S., Journalism and Communication, Iowa State University, 1999

Master's Projects

(Chair) Emily Burkhardt, M.A., Communication, 2007, School of Communication, Ohio State University
(Chair) Michael Laubacher, M.A., Communication, 2005, School of Communication, Ohio State University
(Chair) Phillip Freeman, M.A, Communication, 2004, School of Communication, Ohio State University
(Chair) Kevin Bill, M.A., Communication, 2004, School of Communication, Ohio State University
(Chair) Emily McCormick, M.A., Communication, 2004, School of Communication, Ohio State University
(Chair) Gina, Zirilli, M.A., Communication, 2004, School of Communication, Ohio State University
(Chair) Hilary Flynn (Chair), M.A., Communication, 2004, School of Communication, Ohio State University
(Chair) Benjamin Lewis, M.A., Communication, 2004, School of Communication, Ohio State University
Jeff Lerch, M.A., Communication, 2004, School of Communication, Ohio State University
Amita Nijhawan, M.A., Communication, 2004, School of Communication, Ohio State University
P.J. Murphy, M.A., Communication, 2004, School of Communication, Ohio State University
Adam Reis, M.A., Communication, 2003, School of Communication, Ohio State University
Monique Armstrong, M.A., Communication, 2003, School of Communication, Ohio State University

Honors Senior Theses Projects

Guanjin Zhang, awarded \$690 Social and Behavioral Sciences Undergraduate Research Grant, 2012
Alicia Monroe; awarded \$3000 scholarship for thesis research from Colleges of the Arts and Sciences Honors Committee, The Ohio State University; and \$1103 from the Kirwan Institute for the Study of Race & Ethnicity, 2006
Catherine Goodall; awarded \$3000 scholarship for thesis research from the Colleges of the Arts and Sciences Honors Committee, The Ohio State University, 2005

Undergraduate Mentoring Programs

Sherkiya Wedgeworth, ISU Ronald E. McNair, Minority Mentoring Program, B.A., Journalism and Communication, 2002
Sara Kim Wellman, ISU George Washington Carver, Jr.(Carver Academy) Mentoring Program, B.A., Journalism and Communication

Undergraduate Advising

18 Undergraduate Advisees per year, Iowa State University 1998 to 2002

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

Office of Student Life's Center for the Study of Student Life recognition for being named as "one faculty member or administrator who had a significant influence" on the student experience by graduating students during the 2018-2019 academic year
Most Valuable Professor, teaching excellence recognized by the OSU Field Hockey Team during halftime ceremony, The Ohio State University, 2019
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.

AWARDS & HONORS (Cont.)

Faculty Advisor

Founder/Faculty Advisor, Black Advertising & Strategic Communication Association (BASCA), The Ohio State University, Student Organization, 2012 to 2015, 2016 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