

## Emily Moyer-Gusé, Ph.D.

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

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

### EDUCATION

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

### PUBLICATIONS

- Dale, K., & Moyer-Gusé, E. (forthcoming). Interdependence in mediated intergroup contact: Exploring the common ingroup identity model in a fictional narrative. *Journal of Media Psychology: Theories, Methods, and Applications*.
- Luong, T., Moyer-Gusé, E., & McKnight, J. (forthcoming). Narrative engagement and information seeking behavior: How entertainment narratives can foster interest in science. *Journal of Media Psychology: Theories, Methods, and Applications*.
- Moyer-Gusé, E., Woods, K., Rader, K., & Luong, K. (in press). Talking about TV: Mother-daughter viewing and discussion of an entertainment narrative about teen pregnancy. *Health Communication*.
- 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 (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.

### **RESEARCH IN PROGRESS**

- Frazer, R., & Moyer-Gusé, E. (in final preparation for submission). Engaging the dark side: Fictional characters and real-world attitudes toward criminals. *Media Psychology*.
- Hovick, S. R., Coduto, K., Moyer-Guse, E., Senter-Jamieson, L. (in final preparation for submission). Public engagement and responses to entertainment-based genetic testing narratives and the impact of misinformation on viewer knowledge. *Health Communication*.
- Luong, K., & Moyer-Gusé, E. (under review). Elevated to reduce risk: Eudaimonic messages, elevation, altruism, and risk communication. *Health Communication*.
- Moyer-Gusé, E., Luong, K., Rader, K., & Woods, K. (data analysis). *Testing narrative-based messages to reduce false beliefs about vaccine adverse reactions*.
- Moyer-Gusé, E., McKnight, J., & Krieger, J. (data analysis). *Using a narrative based inoculation message to communicate about the HPV Vaccine*.
- Moyer-Gusé, E., Rader, K., & Lavis, S. (final preparation for submission). Beyond counterarguing: Investigating alternative cognitive processes of narrative persuasion. *Health Communication*.
- Ott, J., & Moyer-Gusé, E. (final preparation for submission) Vicarious Self-Affirmation: Understanding Key Mechanisms. *Media Psychology*.
- Rader, K. & Moyer-Gusé, E. (data analysis). *Narrative Correction study*.

### **EXTERNAL GRANTS SUBMITTED**

- Development and assessment of a narrative-based eHealth intervention to improve mother-daughter discussions about sexual risk and reduce teens' risky sexual behavior* Co-PIs: E. Moyer-Gusé & S. Hovick, Co-I: R. Pickler; National Institute of Health (NIH); \$275,000 Requested. **Submitted May 2016 (not funded)**.

*Power Trip: the Story of Energy*; PI: M. Webber, Co-PI: E. Moyer-Gusé & E. C. Nisbet; National Science Foundation, Advancing Informal STEM Learning; Requested \$3,000,000; \$600,000 allocated to Moyer-Gusé & Nisbet. **Submitted Nov 2014** (not funded).

*A multi-level, narrative intervention to build capacity around HPV vaccine communication.* Centers for Disease Control and Prevention (CDC). PI: Janice Krieger, Co-I: E. Moyer-Gusé & J. Wang. **Submitted Feb 2013** (not funded).

## **CONFERENCE PRESENTATIONS**

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-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.

**DEPARTMENTAL SERVICE**

2020	Member, reading committee for P&T (Bayer)
2019-2020	Member, Diversity committee
2019-2020	Member, Graduate studies committee
2019	Member, reading committee for P&T (Coronel)
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*

Journal Reviewer:  
*Communication Methods & Measures*  
*Communication Monographs*  
*Communication Research*  
*Communication Theory*  
*Communication Yearbook*  
*Health Communication*  
*Human Communication Research*  
*Journal of Children and Media*  
*Journal of Communication*  
*Journal of Health Communication*  
*Journal of Science Communication*  
*Mass Communication & Society*  
*Media Psychology*  
*Political Communication*  
*Sex Roles*