

Curriculum Vitae

Karyn Riddle

Robert Taylor Professor of Strategic Communication
School of Journalism and Mass Communication
University of Wisconsin-Madison
5154 Vilas Hall
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EDUCATION

- Ph.D. University of California, Santa Barbara (2007)
Department of Communication
Cognate Emphasis: Film Studies
Dissertation Committee: W. James Potter (co-advisor), Miriam J. Metzger (co-advisor), Dan Linz, Robin Nabi
- M.A. University of California, Santa Barbara (2003)
Department of Communication
- B.A. University of Illinois, Champaign/Urbana (1996)
College of Media (formerly College of Communications)
Advertising Major, French Minor, Bronze Tablet graduate (top 3% of college)

ACADEMIC POSITIONS

The University of Wisconsin-Madison – School of Journalism & Mass Communication

- Professor (2019 – present)
- Robert Taylor Professorship in Strategic Communication (2017 – present)
- Director of Graduate Studies (2017 – 2021)
- Associate Professor (2014 – 2019)
- Assistant Professor (2007 – 2014)

The University of Wisconsin-Madison (2013 - 2020)

- Co-founder, Wisconsin Institute for Media and the Developing Mind

The University of California, Santa Barbara

- Instructor of Record, Department of Communication (2007)
- Teaching Assistant, Department of Communication (2001-2007)
- Research Assistant, Department of Communication (2002-2003)

HONORS AND AWARDS

- Vilas Life Cycle Professorship Award, Fall 2024
- Vilas Associates Award recipient (2017/2018 through 2018/2019)
- Class of 1955 Distinguished Teaching Award (Spring, 2013); University of Wisconsin, Madison.
- \$40,000 Maier Faculty Development Endowments (2009 – 2017, \$10,000 annually); University of Wisconsin-Madison.
- Top paper award, Mass Communication Division (2013): *Distinguishing cultivation theory from cultivation effects: An exploration of television, violent movies, and beliefs about real-world crime*. Annual conference for the National Communication Association, Washington, DC.
- Warren J. Heyse Faculty Excellence Award (2012); School of Journalism & Mass Communication, University of Wisconsin, Madison.
- Top 5 paper award (3rd place paper), Entertainment Studies Interest Group (2011): *Does cooperation decrease state hostility?: An exploration of cooperative play in a violent, war-themed video game*. Annual conference for the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Top 3 student paper award, Mass Communication Division (2006): *Developing a scale for measuring past television exposure*. Annual conference for the National Communication Association, San Antonio, TX.
- George D. McCune Dissertation Fellowship (2005-2006), University of California, Santa Barbara
- Graduate division fee fellowship, merit-based (2006-2007), University of California, Santa Barbara.

PUBLICATIONS

Peer- Reviewed Academic Journal Articles

- Martins, N., Scharrer, E., & Riddle (2025). News exposure, depression, and PTSD symptoms among adolescents in the US: A case study of the Uvalde school shooting. *Journal of Children and Media*.
- Tao, R., Nguyen, R., Lu, L., Sun, L. Gill, H., Christy, K., & Riddle, K. (2024). Learning through rewards: Priming and identification as psychological mechanisms of the effects of LGBTQ+ narratives on inclusive attitudes and behavioral intentions. *Media Psychology*.
- Riddle, K., Liao, X., & Minich, M. (2022). Media enjoyment: A synthesis. *Journal of Broadcasting & Electronic Media*, 66, 592 – 622.
- Christy, K. R., Minich, M., Tao, R., Riddle, K., & Kim, S. (2022). To tailor or not to tailor: An investigation of narrative tailoring for health communication. *Journal of Health Communication*. DOI: [10.1080/10810730.2022.2068702](https://doi.org/10.1080/10810730.2022.2068702)

- Yu, M., & Riddle, K. (2022). An experimental test of the effects of social media content permanency on perceived anonymity and indirect effects on cyber bullying intentions. *Social Media + Society*, 8, 1-15.
- Riddle, K., & Martins, N. (2022) A content analysis of American primetime television: A 20-year update of the National Television Violence Studies. *Journal of Communication*, 72, 33 – 58.
- Moreno, M. A., Riddle, K., Jenkins, M., Singh, A., Zhao, Q., & Eickhoff, J. (2022) Measuring Problematic Internet Use, Internet Gaming Disorder and Social Media Addiction in young adults: A cross-sectional study. *JMIR Public Health and Surveillance*, 8(1): e27719, DOI: 10.2196/27719
- Martins, N., & Riddle, K. (2021). Reassessing the risks: An updated content analysis of violence on U.S. children's primetime television. *Journal of Children and Media*, DOI: [10.1080/17482798.2021.1985548](https://doi.org/10.1080/17482798.2021.1985548)
- Cho, E., & Riddle, K. (2021). Protecting children: Testing a stop-and-take-a-break advergame intervention strategy. *International Journal of Consumer Studies*, 45, 1309 – 1321.
- Riddle, K., & Di, Z. (2020) Are caregivers concerned about media violence?: A survey of U.S. parents' beliefs about specific media violence effects. *Journal of Children and Media*. 14, 438 - 457.
- Riddle, K., Tay, S. K., & Wu, J. (2019). "It Lets Me Fight the Bad Guys": An Exploration into the Factors Predicting Enjoyment of Violent Video Games. *Communication Studies*, 70, 36 – 58.
- Riddle, K., Peebles, A., Davis, C., Xu, F., & Schroeder, E. (2017). The addictive potential of television binge watching: Comparing intentional and unintentional binges. *Psychology of Popular Media Culture*. Advance online publication. DOI: 10.1037/ppm0000167
- Riddle, K., Di, Z., Kim, S., Myung, E., Tay, S. K., & Xu, F (2017). The unexpected comfort of wearing headphones: Emotional and cognitive effects of headphone use when playing a bloody video game. *Entertainment Computing*, 19, 43 – 52.
- Riddle, K. (2016). Men's and women's situation models for violent movies and television programs. *Psychology of Popular Media Culture*. doi:10.1037/ppm0000110
- Bonus, J. A., & Peebles, A. & Riddle, K. (2015). The influence of violent game enjoyment on hostile attributions. *Computers in Human Behavior*, 52, 472 – 483.
- Gotlieb, M. R., Kyoung, K., Gabay, I., Riddle, K., & Shah, D. V. (2015). Socialization of lifestyle and conventional politics among early and late adolescents. *Journal of Applied Developmental Psychology*, 41, 60 – 70.

- Riddle, K. (2014). A theory of vivid media violence. *Communication Theory*, 24, 291 – 310.
- Riddle, K., & De Simone, J. J. (2013). A Snooki effect?: An exploration of the surveillance subgenre of reality TV and viewers' beliefs about the "real" real world. *Psychology of Popular Media Culture*, 2, 237 – 250.
- Riddle, K. (2013). Transportation into vivid media violence: A focus on attention, emotions, and mental rumination. *Communication Quarterly*, 61, 446 – 462.
- Riddle, K. (2012). Young adults' autobiographical memories of frightening news stories seen during childhood. *Communication Research*, 39, 738 – 756.
- Riddle, K., Cantor, J., Byrne, S., & Moyer-Gusé, E. (2012). "People killing people on the news": Young children's descriptions of frightening television news content. *Communication Quarterly*, 60, 278 – 294.
- Riddle, K., Potter, W. J., Metzger, M. J., Nabi, R. L., & Linz, D. (2011). Beyond cultivation: Exploring the effects of frequency, recency, and vivid autobiographical memories for violent media. *Media Psychology*, 14, 168 – 191.
- Riddle, K. (2010b). Remembering past media use: Toward the development of a Lifetime Television Exposure scale. *Communication Methods and Measures*, 4, 241 – 255.
- Riddle, K. (2010a). Always on my mind: Exploring how frequent, recent, and vivid television portrayals are used in the formation of social reality judgments. *Media Psychology*, 13, 155 – 179.
- Cantor, J., Byrne, S., Moyer-Gusé, E., & Riddle, K. (2010). Descriptions of media-induced fright reactions in a sample of U.S. elementary school children. *Journal of Children and Media*, 4, 1 – 17.
- Nabi, R. L., & Riddle, K. (2008). Personality traits, television viewing, and the cultivation effect. *Journal of Broadcasting & Electronic Media*, 52, 327 – 348.
- Potter, W. J., & Riddle, K. (2007). A content analysis of the media effects literature. *Journalism & Mass Communication Quarterly*, 84, 90 – 104.
- Riddle, K., Eyal, K., Mahood, C., & Potter, W. J. (2006). Judging the degree of violence in media portrayals: A cross genre comparison. *Journal of Broadcasting & Electronic Media*, 50, 270 – 286.

Books

- Moyer-Gusé, E., & Riddle, K. (2010). *The media's impact on children: A handbook for parents, educators, and policymakers*. Barcelona, ESP: Aresta.

Book Chapters/Encyclopedia Entries

- Riddle, K. (2020). Salience and Vividness. In J. Van den Bulck (Ed.), *The International Encyclopedia of Media Psychology*. Hoboken, NJ: Wiley-Blackwell.
- Cantor, J., & Riddle, K. (2014). Media and fear in children and adolescents. In D. Gentile (Ed.), *Media violence and children: A complete guide for parents and professionals* (2nd Edition, pp. 179 - 207). Westport, CT: Praeger.
- Riddle, K. (2013). Memory and media violence. In M.S. Eastin (Ed.), *Encyclopedia of Media Violence* (p. 250 – 252). Sage Publications.
- Riddle, K. (2013). The case of media violence: Who is responsible for protecting children from harm? In M. Drumwright & S. D. Reese (Eds.), *Ethical issues in communication professions: New agendas in communication research* (pp. 65 – 84). New York: Routledge.
- Riddle, K. (2012). Developing a Lifetime Television Exposure scale: The importance of television viewing habits during childhood (pp. 286 – 306). In M. Morgan, J. Shanahan, & N. Signorielli (Eds.), *Living with television now: Advances in cultivation theory and research*. New York: Peter Lang Publishing.

INTERNAL RESEARCH SUPPORT

- UW Madison Graduate School Research Committee grant (2009/2010, 2010/2011)
- UW Madison Vilas Associates Award (2017/2018, 2018/2019)
- UW Madison Vilas Life Cycle Professorship Award (2024/2025)

REFEREED CONFERENCE PAPERS AND PRESENTATIONS

- Lu, L., Gill, H., Tao, R., Nguyen, N., Christy, K., & Riddle, K. (November, 2022). *Did 'Schitt's Creek' get it right? A comparison of rewarded acts of inclusivity versus punished acts of homophobia in a fictional narrative*. Paper accepted into the annual conference of the National Communication Association (Mass Communication division).
- Riddle, K., Minich, M., & Liao, X. (May, 2021). *An exploration into individual, social, and media-based predictors of Game of Thrones enjoyment*. Paper presented at the annual conference of the International Communication Association (Mass Communication Division).

Yu, M., & Riddle, K. (May, 2021). *Effects of Online Content Permanency on Perceived Anonymity and Cyber Bullying Intentions*. Paper presented at the annual conference of the International Communication Association.

Kim, S. J., & Riddle, K. (November, 2020). *The effects of graphic violence warning labels on selective exposure decisions: A comparison between news and entertainment programming*. Paper presented at the annual conference of the National Communication Association, Indianapolis, IN (Visual Communication Division).

Christy, K., Minich, M., Riddle, K., Tao, R., & Kim, S. (May, 2020). *To tailor or not to tailor: An investigation of narrative tailoring for health communication*. Paper presented at the annual conference of the International Communication Association, Gold Coast, Australia (Mass Communication Division).

Riddle, K., & Di, Z. (May, 2018). *Do caregivers care about cultivation?: A study of parents' opinions about violent media effects*. Paper presented at the annual conference of the International Communication Association, Prague (Children and Media Division).

Chen, J., Tay, S. K., Su, M.-N., Wu, J., Tao, R., Myung, E., Li, J., Kim, S., Yu, M., Aguilar, M., & Riddle, K. (May, 2018). *College students and mobile games: An exploratory look at factors predicting problematic gaming*. Paper accepted into the annual conference of the International Communication Association, Prague (Mobile Communication division).

Peebles, A., Xu, F., Schroeder, E., Davis, C., & Riddle, K. (November, 2016). *Unintentional and intentional binge watching: A uses and gratifications approach*. Manuscript presented at the annual conference of the National Communication Association, Philadelphia, PA.

Riddle, K., Di, Z., Kim, S., Myung, E., Tay, S. K., & Xu, F. (May, 2016). *The unexpected comfort of wearing headphones: Emotional and cognitive effects of headphone use when playing a bloody video game*. Paper presented at the annual conference of the International Communication Association, Japan.

Bonus, J. A., Peebles, A. L., & Riddle, K. (November, 2015). *Feeling good, expecting evil: How violent game enjoyment influences hostile attribution bias*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.

Riddle, K. (May, 2015). *Men's and women's situation models for violent media*. Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.

Riddle, K. (May, 2014). *A theory of vivid media violence*. Paper presented at the annual meeting of the International Communication Association, Seattle, WA.

- Riddle, K. (November, 2013). *Distinguishing cultivation theory from cultivation effects: An exploration of television, violent movies, and beliefs about real-world crime*. Manuscript presented at the annual meeting of the National Communication Association, Washington, DC. (Top paper award, Mass Communication Division)
- Riddle, K., & De Simone, J. J. (November, 2013). *A Snooki effect?: An exploration of the surveillance subgenre of reality TV and viewers' beliefs about the "real" real world*. Manuscript presented at the annual meeting of the National Communication Association, Washington, DC.
- Riddle, K. (2013, June). *Toward a better understanding of cultivation processes: The effects of movie and TV violence on chronic accessibility*. Manuscript presented at the annual meeting of the International Communication Association, London.
- Riddle, K. (2012, November). *Gender differences in autobiographical memories for violent media*. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- Riddle, K. (2012, March). *The case of media violence: Who is responsible for protecting children from harm?* Paper presented at the annual New Agendas Conference on Ethical Issues in Communication Professions, Austin, TX.
- De Simone, J. J., & Riddle, K. (2011, August). *Does cooperation decrease state hostility?: An exploration of cooperative play in a violent, war-themed video game*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO. (Top paper award (3rd place), Entertainment Studies Interest Group)
- Macafee, T., & Riddle, K. (2011, August). *Why politics?: An examination of young people's political engagement with Facebook*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Riddle, K. (2010, November). *Young adults' long-term memories of frightening news stories seen during childhood*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.
- Riddle, K. (2010, August). *Transportation into vivid media violence and viewer fright reactions*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Riddle, K. (2009, May). *Cultivation theory revisited: The impact of childhood television viewing levels on social reality beliefs and construct accessibility in adulthood*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.

- Riddle, K. (2009, April). *The impact of television viewing during early childhood on social reality beliefs in adulthood: A retrospective report*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Riddle, K. (2008, November). *Sex differences in the vividness of autobiographical memories of media violence*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.
- Riddle, K. (2008, May). *Always on my mind: Exploring how frequent, recent, and vivid television portrayals are used in the formation of social reality judgments*. Paper presented at the annual meeting of the International Communication Association, Montreal.
- Riddle, K., Cantor, J., Byrne, S., & Moyer-Gusé, E. (2008, May). *Young children's fright reactions to violence, war, and conflict in the news*. Paper presented at the annual meeting of the International Communication Association, Montreal.
- Cantor, J., Byrne, S., Moyer-Gusé, E., & Riddle, K. (2007, May). *Young children's descriptions of their media-induced fright reactions*. Paper presented at the annual meeting of the International Communication Association, San Francisco, CA.
- Riddle, K. (2006, November). *Developing a scale for measuring past television exposure*. Paper presented at the annual meeting of the National Communication Association, San Antonio, TX. (top student paper award, Mass Communication Division)
- Potter, W. J., & Riddle, K. (2006, November). *A content analysis of the media effects literature*. Paper accepted presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Potter, W.J., Eyal, K., Riddle, K., & Mahood, C. (2004, November). *Judging the degree of violence in media portrayals*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Riddle, K. (2004, May). *Big-screen TV and arousal: An exploration of the effects of television screen size*. Paper presented at the annual meeting of the International Communication Association, New Orleans, Louisiana.

INVITED PRESENTATIONS

- *Do caregivers care about violent media effects: A study of parents' opinions*
 - October, 2018: Invited speaker at the colloquia series in Communication Arts, UW Madison.
- *"There was a lot of blood": Vivid media violence and its effects.*
 - February, 2018: Invited speaker at the colloquia series in Life Sciences Communication, UW Madison.

- “*The image I remember most*”: *Vivid memories, violent media, and an unforgettable pair of wire cutters*
 - April, 2016: Invited speaker at the colloquia series in Life Sciences Communication, UW Madison.
 - April, 2015: Invited speaker at Cornell University colloquia series, Department of Communication.
- *Gender differences in reactions to media violence*. (2013, November). Boys and Girls at Risk: Improving Outcomes Through Gender-Sensitive Outcomes. Middleton, WI
- “*I slithered way down in my chair and hid my eyes*”: *Vivid memories of graphic media violence*. (2012). Presentation for the Life Sciences Communication Colloquium Series, UW Madison.
- *Your job talk and more: Getting ready for the campus interview*. (2010). Featured panelist at the Academic Job Workshop, UW Madison School of Journalism & Mass Communication.
- *Protecting children from disturbing news images*. (2009). Presentation to the Board of Visitors, School of Journalism of Mass Communication at UW Madison.
- *Service-learning projects in the School of Journalism & Mass Communication*. (2008) Presentation to the Board of Visitors, School of Journalism of Mass Communication at UW Madison.
- *Remembering past media use: Toward the development of a Lifetime Television Exposure scale*. (2008). Presentation for the Communication Arts departmental colloquium meeting, UW Madison.
- *Engaging public issues: The Social Sciences at UCSB*. (2006). Invited speaker at the 98th Meeting of the Board of Trustees, The UCSB Foundation.
- *Using psycho-physiological measures in communication research* (2005). Presentation for departmental colloquium meeting, Department of Communication, University of California, Santa Barbara (with Mike Yao and Rena Rudy, co-presenters)

PROFESSIONAL DEVELOPMENT

Mediation, Moderation, and Conditional Process Analysis

- Statistical Horizons, Philadelphia, PA
- 3-day seminar taught by Dr. Andrew Hayes

The Discussion Project

- UW Madison, 2019
- 3-day, teaching-oriented seminar designed to enhance the facilitation of in-class discussions

Racial Justice Training

- YWCA (Madison, WI), 2020
- 3-day seminar to develop a foundational understanding of the System of Racial Inequity in the US and its impact at the interpersonal, institutional, and structural levels

TEACHING

Courses Taught

Media Psychology/Research Courses

- Children and Media (J176) (*University of Wisconsin-Madison*)
 - FIG (first-year interest group) course
- Research Methods (J658) (*University of Wisconsin-Madison*)
 - Upper-level undergraduate/graduate course
- Media Violence (J880) (*University of Wisconsin-Madison*)
 - Graduate seminar
- Children and Media (J880) (*University of Wisconsin-Madison*)
 - Graduate seminar
- Mass Media and the Individual (J849/J801) (*University of Wisconsin-Madison*)
 - Graduate seminar
- Mass Media and Youth (J616) (*University of Wisconsin-Madison*)
 - Upper-level undergraduate/graduate course
- Effects of Mass Communication (J565) (*University of Wisconsin-Madison*)
 - Undergraduate course, large lecture
- Colloquium in Mass Communication (J901) (*University of Wisconsin-Madison*)
 - Graduate-level colloquium class
- Media Effects on Individuals (C113) (*University of California, Santa Barbara*)
 - Undergraduate course, large lecture

Strategic Communication Skills Courses

- Strategic Media Planning (J447) (*University of Wisconsin-Madison*)
 - Undergraduate skills course
- Research and Strategy for Communication Campaigns (J449) (*University of Wisconsin-Madison*)
 - Undergraduate skills course
 - Service-learning course

Independent Study Supervision

Undergraduate Students:

- Portrayal of religion in Netflix original content (Fall 2019)
- Social media use and identity formation (Spring 2017)
- The use of Snapchat for marketing purposes (Fall 2016)
- Digital Media Planning (Spring 2014)
- LGBT Portrayals in Television and Film, (Summer 2010)
- Wisconsin Public Television (Spring 2009)
- The Marketing of Television Programs (Spring 2009)
- Internet Access in Africa (Spring 2009, project presented at 2009 Undergraduate Research Symposium)

Graduate Students:

- Objective self awareness theory (Spring, 2024)
- Cyberbullying (Spring, 2019)

- Health communication and the influence of presumed influence (Fall 2016)
- Video Games and Neuroticism (Spring 2015)
- Video Game Effects (Fall 2013)
- Children, Advertising, and Media Violence, 2 credits (Spring, 2012)
- Reality TV, 2 credits (Fall, 2011)
- Violent Video Games, 3 credits (Spring 2010)
- Facebook and Politics, 3 credits (Summer 2010)

Advisees

Ph.D. Student Advisees

- Eunji Cho (Assistant Professor, Midwestern State University)
- Eunyong Myung (Post doc, Cornell University Action Research Collaborative)
- Matt Minich (co-advisor)
- Brule Woods

M.A. Student Advisees

- Jiayun Ye
- Nguyen (Rosie) Nguyen
- Muheng Yu
- Jia Liao
- Jiayi Wu
- Hannah Chen
- Fangxin Xu
- Tzu-Yu Chang
- Jodie Stern
- Ji Young Kim
- J.J. De Simone

M.A. and Ph.D Committee Service

- Michael Aguilar, SJMC (PhD, in progress)
- Kruthika Kamath, SJMC (PhD, in progress)
- Gregory Thatcher, Washington State University (PhD, in progress)
- Soyeong Cho (MA, in progress)
- Maura Snyder, Communication Arts Department (PhD, 2023)
- AnneMarie McClain, Communication Arts (PhD, 2022)
- Ranran (Estelle) Zhu, SJMC (PhD, 2022)
- Jordan Sallis, SJMC (PhD, preliminary exams)
- SK Tay, SJMC (PhD, 2022)
- Jenni Schimanski, Nelson Institute for Environmental Studies (MA, 2022)
- Ornella Hills, SJMC (PhD, 2021)
- Juwon Hwang, SJMC (PhD, 2021)
- Arina Tveleneva (MA, 2021)
- Jianing Li, SJMC (MA, 2018)
- Ran Tao, SJMC (MA, 2018)

- Catasha Davis, SJMC (Ph.D, 2017)
- Mallory Perryman, SJMC (Ph.D, 2017)
- James Alex Bonus, Communication Arts Department (PhD, preliminary exams)
- Alanna Peebles, Communication Arts Department (MA)
- Laura Stephenson, Communication Arts Department (Ph.D)
- Sunghak Kim, SJMC (Ph.D – preliminary exams)
- Valerie Kretz, Communication Arts (Ph.D)
- Nicholas Brigham Schmuhl, SJMC (Ph.D.)
- Keith Zukas, SJMC (Ph.D.)
- Patricia Hernandez, SJMC (Ph.D.)
- Sojung Claire Kim, SJMC (Ph.D.)
- Brian Wang, SJMC (Ph.D.)
- Chang Won Jung, SJMC (Ph.D. – preliminary exams)
- Chia-I Hou, SJMC (Ph.D.)
- Susannah Brooks, SJMC (M.A.)
- Mary Ellen Charbonneau, SJMC (M.A.)

Undergraduate Senior Honors Thesis Advisees

- Danielle Lever (2008-2009)
- Laura Waldman (2010-2011)
- Lisa Kibiloski (2010-2011)
 - Thesis presented at 2011 Undergraduate Research Symposium

Teaching Grants

Morgridge Center service-learning grant (\$1,490) Spring 2008

Pedagogical Training and Certification

Certificate in College and University Teaching (CCUT) June, 2007

Presentations Made as Guest Speaker in UW Madison Courses

“Media Planning”

Marketing Communications 415 (Fall 2007)

Association for Women in Communication (Fall 2007)

“Violence in the media: Exploring the short- and long-term impact on children and adults”

Journalism 201(Spring and Fall, 2009; Spring and Fall, 2010; Fall 2011)

“Dissertations are fun! (Especially when they are done)”

Journalism 806 (Spring, 2012)

“Media Violence Effects: Important issues in the wake of the Sandy Hook shooting.”

Journalism 201 (Spring, 2013)

“Children and Media”

Journalism 565 (Spring, 2013)

“Media Violence Effects”

Journalism 201 (Fall, 2014; Spring, 2015)

SERVICE

Departmental Service: Committee Chair-ships

Director of Undergraduate Studies	2025-2028
Co-Director of Undergraduate Studies	2024-2025
Inclusion Committee (chair)	2023-2024
Search Committee, graduate coordinator (chair)	2023-2024
Director of Graduate Studies	2017-2021
SJMC Director Task Force (chair)	2021-2022
Awards Committee (chair)	2016-2017
Awards Committee (chair)	2014-2015

Departmental Service: Committee Membership

Inclusion Committee (member)	2021-2022, 2024-2025
Graduate Committee (member)	2013-2017
Undergraduate Curriculum Committee (member)	2007-2013, 2023/2024
Merit Committee (elected member)	2015, 2017, 2018
Faculty Search Committee, Rise AI (member)	2024-2025
Faculty Search Committee (member)	2008-2009
Faculty Search Committee (member)	2016-2017
Faculty Search Committee (member)	2018-2019
Faculty Associate Search Committee (member)	2019-2020
Association for Women in Communication (faculty advisor)	2007-2013
Scholarships Committee (member)	Spring 2013; 2017-2020
Timetable Committee (member)	2013-2014, 2017-2021, 2024-2025
Salary Committee	2018
Culver Tenure Committee	2018-2019
Yang Tenure Committee	2023-2024
Constituent Relations Committee (member)	2007/2008
	2008/2009
	2011/2012

University Service

Library Resources Committee: Arts, Social Sciences, Humanities	2023-2026
Sophomore Research Fellowships Committee	2016-2018
University Fellowship Committee (Social Studies Division)	2014-2018

Membership in Professional Organizations

National Communication Association	2003-current
International Communication Association	2003-current
Association for Education in Journalism & Mass Communication	2010-2011
Broadcast Education Association	2009

Elected Positions held in Professional Organizations

NCA Mass Communication Division:

Chair, Nominations Committee	2007-2008
Member, Nominations Committee	2008-2009
Representative to the NCA Resolutions Committee	2009-2010

Ad Hoc Journal Reviews

Communication and the Public
Communication Methods and Measures
Communication Monographs
Communication Quarterly
Communication Research
Communication Research Reports
Communication Studies
Communication Theory
Computers in Human Behavior
Health Communication
Human Communication Research
International Journal of Consumer Studies
Journal of Broadcasting & Electronic Media
Journal of Children and Media
Journal of Communication
Mass Communication & Society
Media Psychology
New Media and Society
Psychology of Popular Media
Psychological Reports
Scandinavian Journal of Psychology
Telematics and Informatics
Western Journal of Communication

Editorial Board Membership

Communication Studies (2013 - 2015)
Media Psychology (2016 – present)

Additional Service to the Discipline

Conference Panel Chair	
“Cultivation Theory and Research”	2007
Mass Communication Division panel, ICA	
“Cultivation and Naturalization in the Media”	2007
Mass Communication Division panel, NCA	
Conference Panel Respondent	
“What’s in it for them?: A look inside children’s media”	2018
Children and Media Division, ICA	
“Exploring the research world of media influence”	2012

Mass Communication Division, NCA

“Children and media: Activeness, desirability, consumerism
and citizenship” 2010

Communication Theory & Methodology Division, AEJMC

Conference Paper Reviewer

Mass Communication Division, NCA

Mass Communication Division, ICA

Instructional Development Division, ICA

Children and Media Division, ICA

Communication Theory and Methodology Division, AEJMC

Book Review

Karyn Riddle (2020) Fear in front of the screen: children’s fears, nightmares, and thrills
from TV, *Journal of Children and Media*, 14:1, 128-
130, DOI: 10.1080/17482798.2019.1703313

External Reviewer, Faculty Tenure and Promotion

University of Michigan, University of Missouri, University of Minnesota, University of
Connecticut

Media Appearances/Service to the Community

WISC-TV *Live at 5* (December 14, 2012)

Discussed strategies parents can enact when talking to children who become frightened
by news reports of the Sandy Hook tragedy.

WORT Radio 98.9FM (December 20, 2012)

Interviewed by host of *The Perpetual Notion Machine* on the topic of media violence.

Prairie Unitarian Universalist Society (January 20, 2013)

Presented on the topic of coping strategies – how to talk to children frightened by news
reports in wake of the Sandy Hook tragedy.

CKNW News Talk 980 in Vancouver, *The Shift with Mike Eckford* (September 17, 2013)

Discussed research on reality TV and effects of exposure stemming from my research.

NBC15 Interview (February 15, 2018)

Spoke about coping strategies – how to talk to children frightened by news reports in the
wake of the Parkland, Florida high school shooting.

WPR’s *Central Time* Interview (March 8, 2018)

Spoke about coping strategies (how parents can talk to children frightened by school
shootings) and research on violent entertainment effects

WSUM *Cheap Nihilism* Interview (March 10, 2018)

Spoke about research on violent entertainment effects

New York Times (September 13, 2019)

Quoted in article about the effects of adolescents viewing scenes of rape in TV programs and movies. Damour, L. (2019). *We know it harms kids to see smoking on TV. What about rape?* <https://www.nytimes.com/2019/09/12/well/family/we-know-it-harms-kids-to-see-smoking-on-tv-what-about-rape.html>

Children and Screens webinar for parents (June 1, 2022)

Presented results of my content analysis in a webinar entitled *Violence of the Lambs: The Influence of Media Violence on Youth*

Refinery29.com (July 27, 2022)

Quoted in article about the new Game of Thrones prequel in a discussion of the effects of exposure rape in TV programs and movies. Singh, K. (2022). *House of the Dragon is Coming: And so are more rape storylines.* <https://www.refinery29.com/en-us/2022/07/11062944/house-of-the-dragon-rape-storylines>

USAToday.com (October 17, 2022)

Quoted in article about graphic rape scenes in *Luckiest Girl Alive*: <https://www.usatoday.com/story/life/health-wellness/2022/10/18/luckiest-girl-alive-mila-kunis-film-divides-fans-rape-scene/10468547002/>

PROFESSIONAL ADVERTISING EXPERIENCE

DDB Worldwide (Chicago Office)

Responsibilities

Planned and executed strategic national media campaigns for clients as a member of the DDB Media Department.

Positions Held

Associate Media Director	2001
Media Supervisor	1999 - 2001
Media Planner	1997 - 1999
Assistant Media Planner	1996 - 1997

Clients

Betty Crocker Desserts	JC Penney
Bisquick	Lands' End
Golden Grahams	FTD Flowers
Hamburger Helper	Dell Computers (team member for new business pitch)