About the Contributors

Matthew S. Eastin, (Ph.D., Michigan State University) is an Associate Professor in the Department of Advertising, College of Communication, at The University of Texas at Austin. He is also the Director of the Texas Media Research Lab and Faculty Associate of the Energy Institute at The University of Texas at Austin. Matthew S. Eastin’s research focuses on new media behavior. From this perspective, he has investigated information processing as well as the social and psychological factors associated with game play involvement, new media adoption, e-commerce, e-health, and organizational use. Generally, his research utilizes information processing as a central mechanism to new media experiences (i.e., affect, identification, perceptions, etc.) and knowledge acquisition. Dr. Eastin’s research can be found in the Journal of Communication, Communication Research, Human Communication Research, Journal of Broadcasting & Electronic Media, CyberPsychology & Behavior, Journal of Computer-Mediated Communication, and Computers in Human Behavior, to name a few. Currently, Dr. Eastin serves on the Editorial Boards for the Journal of Broadcasting & Electronic Media and I/S: A Journal of Law and Policy for the Information Society.

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Neal Burns (Ph.D., McGill University) is a Professor in the Department of Advertising, College of Communication, at The University of Texas at Austin. He also has been appointed as an Adjunct Professor at the University of California San Francisco (UCSF) Center for AIDS Prevention Studies (CAPS). He was senior partner and director of research and account planning at Carmichael Lynch Advertising from 1985 – when Carmichael Lynch and The Burns Group combined their resources to become one of the strongest and highly respected agencies in the country – until 1997 when The InterPublic Group acquired the Agency and he joined the faculty at The University of Texas at Austin. Neal was also an adjunct faculty member at the University of Minnesota teaching classes in consumer behavior and advertising, high technology marketing and ethics. Earlier in his career Burns served as associate executive director for the Higher Education Coordinating Board in Minnesota; director of marketing for the Systems & Research Division of Honeywell Inc.; and head of the Environmental Stress Branch of the US Navy’s Air Crew Equipment Laboratory working with the Project Mercury Team. Burns has published more than 75 articles and papers and his work had been honored with dozens of advertising awards. At the University of Texas at Austin, Dr. Burns is the founder and director of the Advertising Department’s account planning program. He has served as director of the Center for Brand Research since 2002. He is also a member of the Faculty Council and the Latino Media Studies Committee.

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Jeremy Bailenson is founding director of Stanford University’s Virtual Human Interaction Lab and an associate professor in the Department of Communication at Stanford. He earned a B.A. cum laude from the University of Michigan in 1994 and a Ph.D. in cognitive psychology from Northwestern University in 1999. After receiving his doctorate, he spent four years at the Research Center for Virtual Environments and Behavior at the University of California, Santa Barbara as a Post-Doctoral Fellow and then an Assistant Research Professor. Bailenson’s main area of interest is the phenomenon of digital human representation, especially in the context of immersive virtual reality. He explores the manner in which people are able to represent themselves when the physical constraints of body and veridically-rendered behaviors are removed. Furthermore, he designs and studies collaborative virtual reality systems that allow physically remote individuals to meet in virtual space, and explores the manner in which these systems change the nature of verbal and nonverbal interaction.

Lisa M. Bennett completed her undergraduate studies at the University of California at Irvine, where she received her B.A. in Psychology. She pursued a career in marketing while in the private sector and obtained her M.B.A. from San Francisco State University. Her career exposed her to the challenges businesses face when trying to reach the right audience with the right message at the right time in the digital world. She is passionate about utilizing targeted virtual consumer behavior to understand how businesses can improve their online marketing efforts. She spends her time offline with photography, the great outdoors, and her family in Apple Valley, CA.

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three special issues of Presence: Teleoperators and Virtual Environments and is on the Board of Directors of the International Society for Presence Research.

Sejung Marina Choi is Associate Professor of Advertising at the University of Texas at Austin. She received her Ph.D. in Mass Media and M.A. in Advertising from Michigan State University. Dr. Choi’s research interests are in the areas of source credibility, consumer-brand relationships, new media and cross-cultural consumer behavior. Her current projects investigate how source credibility perceptions are formed and subsequently influence the message effectiveness in the context of celebrity endorsements in advertising and mediated communications on the Internet. Dr. Choi's work has been published in various conference proceedings, several book chapter and the Journal of Advertising, Psychology & Marketing, Journal of Consumer Affairs, Journal of Popular Culture, Journal of Current Issues and Research in Advertising, Journal of Marketing Communications, Journal of Computer Mediated Communication, International Journal of Advertising, among others. Prior to her graduate degrees, Dr. Choi worked in the advertising agency business, particularly in account management. Her past clients include various multinational advertisers and local advertisers.

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Vincent Cicchirillo’s research focuses upon the study of new media technologies. Primarily, upon the influence of video game play features and contexts on post-game play outcomes. Of particular interest is the examination of character representations within video games (i.e., race & gender) and how that influences outcomes related to identification, positive & negative valence, as well as aggression. This research also examines the effect of stereotypical representations within violent video games. Furthermore, this work examines player motivations for online gaming and how that impacts information-processing of in-game content. Other research interests include cyber-bullying and teasing behaviors among college students. His research has appeared in the Journal of Broadcasting and Electronic Media, Human Communication Research, Journal of Social Psychology, and Communication Research Reports. Also, he has a single author book chapter in the Handbook of Research on Digital Media and Advertising and a co-authored book chapter in the Handbook of Research on Computer Mediated Communication.

Irene Dickey is a Lecturer at the University of Dayton's School of Business Administration. She teaches a broad scope of marketing courses at the undergraduate and graduate levels, and in numerous executive development and leadership programs. Ms. Dickey has published in such journals as the Journal of Business and Behavioral Sciences, and the Journal of E-Business, and has presented at many academic and practitioner conferences and meetings. Much of her research focuses on digital marketing. Ms. Dickey serves as the Director of the P&G Marketing Competition, and serves on several boards and committees. She has won four teaching awards. She received her undergraduate degree in Management and Marketing from The University of Dayton. After graduation, she received her MBA in Finance from Wright State University.

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Iben Bredahl Jessen, MA, is working on a Ph.D. dissertation on web advertising as part of the research project Market Communication and Aesthetics at the Department of Communication & Psychology, Aalborg University, Denmark. Her research includes an empirical study of web ads in a Danish context. In her dissertation she examines web advertising from a media aesthetic perspective with focus on multisemiotic analysis and genre development. Among contributions are “The Aesthetics of Web Advertising: Methodological Implications for the Study of Genre Development” in the edited volume Web History (ed. N. Brügger, Peter Lang, 2010).

Helen Katz is a Senior Vice President, Director of Research at Starcom Mediavest Group, where she focuses on advanced video research, and research contract negotiations. She joined SMG in May 2001 as a Strategic Research Director at GM Planworks, working for General Motors. Prior to that, Helen had her own media research consultancy where she worked with agencies and research suppliers across the advertising and marketing industry. Before that, Helen spent 18 months at Zenith Media in New York as the VP, Director of Strategic Research, working with clients such as Toyota, Bell Atlantic (Verizon), HSBC, M&M Mars, and General Mills. Helen's media research career began in 1989 at DDB Needham Chicago, where she worked for 10 years for clients such as McDonald’s, Anheuser-Busch, General Mills, State Farm Insurance, Dial, Clorox, Helene Curtis/Unilever, and Discover Card. In 2008, Helen was the recipient of an Advertising Research Foundation “Great Minds” award for research innovation.

Gooyong Kim is a Ph.D. candidate at the Graduate School of Education & Information Studies, UCLA. He has completed his dissertation about people’s grassroots collective action mobilization for sociopolitical matters utilizing new media technologies. Specifically, YouTube videos for mass movements such as the Obama campaign in the 2008 U.S. presidential election and Korea’s Candlelight protests are the subjects of the dissertation research. His previous works have investigated the transformative potential of YouTube as a pedagogic tool and a new model of the Brechtian politics of aesthetics in the age of Web 2.0. Generally, he is interested in theorizing the intersectionality between agency, structure, media technology, aesthetics, critical pedagogy, and social transformation.

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Jon Michael Mills is ABD at the University of Alabama in Mass Communication, with a focus on Sports Communication. His research interests include non-traditional marketing in sports, media in sports, and campaigns, with corporate naming rights of sports venues being a major component. He previously worked in consumer and sports marketing for an international firm in Chicago, with clients that included Kellogg, Harley Davidson and Hasbro. This experience includes Olympic sponsorships, special events at Major League Baseball games, and crisis communications. Jon currently resides in Tuscaloosa, Alabama, with his wife and three children.

Jang Ho Moon is a Ph.D. student in Advertising at the University of Texas at Austin. He received his M.A. in Strategic Public Relations from University of Southern California. His areas of research interest are the effect of marketing communication activities through new media, with a focus on virtual environments, social networking website, and high-definition television broadcasting. His work has been published in various conference proceedings.

Dilip Mutum is a doctoral researcher at the Warwick Business School, University of Warwick in the UK. He has worked with various organisations in different capacities, including a stint as a sub-editor in a magazine company and as a web developer. Prior to starting his PhD studies, Dilip was a lecturer at Universiti (spelling in Malay) Utara Malaysia, Malaysia. His research interests include issues related to emerging web technologies, social media and online consumer behaviour. He is an active blogger and is posting constant updates on Twitter.

Clifford Nass (Ph.D., Princeton U., Sociology) is the Thomas M. Storke Professor at Stanford University, with appointments in communication, computer science, education, and sociology. He is also Director of the Communication between Humans and Interactive Media (CHIime) Lab, co-Director of the Kozmetsky Global Collaboratory, and co-Director of the Center for Automotive Research at Stanford (CARS). He is author of three books—The Media Equation, Wired for Speech, and The Man Who Lied to His Laptop (forthcoming in 2010)--and over 125 papers on social-psychological aspects of human-technology interaction and non-parametric statistics. He is the founder of the Computers Are Social Actors paradigm. His current research foci are the psychology and design of automotive interfaces, mobile interfaces, and human-robot interaction and the cognitive and social consequences of chronic multitasking.

Michelle R. Nelson is Associate Professor in the Department of Advertising at the University of Illinois at Urbana-Champaign. Nelson's research, professional marketing communication experience and teaching focus on intra-cultural and international advertising and consumer behavior and digital media. She has researched and worked in Denmark and England before assuming academic responsibilities in the United States. Nelson has published more than 35 book chapters and articles in journals such as Journalism and Mass Communication Quarterly, Journal of Advertising, Journal of Advertising Research, Journal of Consumer Psychology, Journal of Cross-Cultural Psychology and Journal of Public Relations Research. In addition to 12 years of teaching, Nelson also has professional experience in nonprofit, trade and high-tech organizations.

Gregory O’Toole works in media theory, research and development as a self-termed technomadologist. Technomadology is the study of the contemporary technology-dependent nomadic human culture, information theory, intermedia, and the creative process of generating experimental research, methods, art, and literature as critical discourse
toward a greater understanding of the prevailing social, economic, and political condition(s). In brief, Greg is interested in understanding the mediated system in hopes of educating and advancing a comprehensive civil literacy. Currently, Greg is writing a theoretical analysis of mass media and cultural effect as his doctoral dissertation. He is also the principal media theorist and test coordinator for a new body of scientific research exploring neurological effects of media through Electroencephalographic examinations. For his work Greg has received grant funds and recognition awards from the National Endowment for the Arts, Montana Arts Council, International Memefest, Colorado Book Award, and the Valparaiso University Poetry Review among many others. His exploratory academic, literary and visual art work has been published and exhibited around the world in venues such as the New York Times, Denver Post, Chicago Sun-Times, Rhonda Schaller Gallery New York, Kotka Finland Photographic Center, British Journal of Educational Technology, International Journal of the Arts in Society, and the Rocky Mountain Communication Review. Greg currently works as a multimedia specialist and web developer at The Pennsylvania State University and is on the faculty of The Art Institute of Pittsburgh Online Division in Web Design and Interactive Media.

**Sung-Yeon Park** (Ph.D., University of Wisconsin-Madison, 2004) is an assistant professor at Bowling Green State University. She studies advertising and marketing messages and their effects from multiple perspectives, including the psychological mechanisms of the effect, the impact on individuals, and the implications for the society and culture. In the new media context, she has been focusing on the messages, perceptions, and the influence of user-generated online information. She published many articles in leading communication journals and the highest concentration of her publications to date can be found on the effects of media on women’s perceptions of their bodies. She was a visiting professor at Leo Burnett Worldwide in the summer of 2008 and is currently serving as the editorial review board member of *Communication Research*.

**Melvin Prince** holds a Ph.D. degree from Columbia University. He is a professor of marketing at Southern Connecticut State University. He teaches graduate courses in marketing research, consumer behavior and advertising. Past academic appointments include teaching and research positions at Brandeis University, Fordham University, Pace, Iona College and Quinnipiac University. Dr. Prince is also President of Prince Associates and provides analytic counsel to research companies and their clients. He spearheaded the research and development of the instant coupon machine, a breakthrough in-store promotional device. His previous industry experience includes marketing research directorships at advertising agencies, manufacturing companies and the media. He worked in this capacity for BBDO and Marsteller agencies, National Brand Scanning, J. B. Williams and Scholastic Magazines. He is a member of the American Marketing Association, American Statistical Association, Association for Consumer Research, and the Society for Consumer Psychology, a division of the American Psychological Association.

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identity as well as social culture. This lens of analysis focuses on post-purchase consumer behavior in addition to ad-
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Brian Sheehan is an Associate Professor at the S.I. Newhouse School of Public Communications at Syracuse
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Most recently, Brian was chairman and CEO of Team One advertising (a division of Saatchi & Saatchi). During his
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Edward Shinnick is a Senior lecturer in Economics at University College Cork. He received his BA degree (Eco-
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Piya Sorcar is the CEO and Founder of TeachAIDS, where she leads a team of interdisciplinary experts to develop pedagogically-grounded and evidence-based HIV/AIDS prevention materials. The interactive animated materials are used around the world, including South Africa, India, China, Botswana, United States, and Canada. Piya was previously a Program Advisor for Stanford’s Learning, Design & Technology Master’s Program and a founding board member of XRI Inc., a California-based nonprofit which specializes in the development and evaluation of rich media Internet-based medical and literacy applications. Piya holds a Ph.D. in Learning Sciences & Technology Design and International Comparative Education and an M.A. in Education from Stanford. She graduated summa cum laude from the University of Colorado at Boulder with a B.A. in Economics, B.S. in Journalism, and B.S. in Information Systems. She has been an invited speaker at numerous universities including Caltech, Columbia, Tsinghua, Utrecht, and Yale.


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