

## **CURRICULUM VITAE (updated August 2017)**

### **MICHELLE R. NELSON**

Professor

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### **EDUCATION**

- 1989 B.S., English Literature, University of Wisconsin-Madison  
1991 M.A., Journalism and Mass Communication, University of Wisconsin-Madison  
1997 Ph.D., Institute of Communications Research, University of Illinois at Urbana-Champaign

### **ACADEMIC POSITIONS**

- 1994-1995 Teaching Assistant (Instructor of Record), Business & Technical Writing  
University of Illinois at Urbana-Champaign
- 1996 Teaching Assistant (Instructor of Record), Department of Advertising  
University of Illinois at Urbana-Champaign
- 1997-1998 Assistant Professor, Integrated Marketing Communications  
Emerson College, Boston
- 2000 Associate Adjunct Lecturer, Marketing Group  
Oxford Brookes University (Oxford, England)
- 2000-2006 Assistant Professor, School of Journalism & Mass Communication  
University of Wisconsin-Madison
- 2006-present Associate Professor, Department of Advertising
- 2017-present Professor, Department of Advertising
- 2009-2012 Director of Graduate Studies, Department of Advertising  
2011-2013 Acting Head, Department of Advertising  
University of Illinois at Urbana-Champaign

### **PROFESSIONAL EXPERIENCE**

- 1989-1990, Hazleton Laboratories Inc. (now, Covance), Madison, WI  
*Technical Writer/Editor*, Edited scientific protocols and client reports, wrote for company newsletter.

1990-1991 (half-time), Wisconsin Academy of Sciences, Arts, and Letters, Madison, WI  
*Editor/Project Assistant*, Designed and wrote association newsletters and event invitations. Planned special events.

1991-1993, Associated Builders & Contractors, Inc., Madison, WI  
*Marketing Coordinator*, Initiated and implemented association's first integrated marketing and communications program, including trade shows, public relations plan, and creation and placement of advertising messages.

1995 (Summer), DDB Needham Worldwide-Media Department, Chicago, IL and Arbitron- Agency Services, Chicago, IL.

*Media Research Club of Chicago Faculty Research Internship* (competitive position). Researched media and advertising effectiveness.

1998-2000 MathEngine, PLC, Oxford, England

*Head of International Marketing*, Initiated and directed internal and external marketing and communication activities for software company.

## **RESEARCH**

### Book Chapters

1. Newman, P.J., & Nelson, M.R. (1996). Mainstream legitimization of homosexual men through Valentine gift-giving and consumption rituals. In D. L. Wardlow (Ed.), *Gays, Lesbians, and Consumer Behavior: Theory, Practice, and Research Issues in Marketing* (pp.57-70). New York: The Haworth Press, Inc.

2. Nelson, M.R., Shavitt, S., Schennum, A., & Barkmeier, J. (1997). The Prediction of long-term advertising effectiveness: New cognitive response approaches. In W. Wells & T. Jonas (Eds.), *Measuring Advertising Effectiveness*, (pp.133-155). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.,

3. Shavitt, S., & Nelson, M.R. (2000). The Social identity function in person perception: Communicated meanings of product preferences. In G.R. Maio & J.M. Olson (Eds.), *Why We Evaluate: Functions of Attitudes* (pp.37-58). Mahwah, NJ: Erlbaum.

4. Shavitt, S., & Nelson, M.R. (2002). The Role of attitude functions in persuasion and social judgment. In M.Pfau & J. Dillard (Eds.). *The Persuasion Handbook: Theory and Practice* (pp.137-154). Thousand Oaks, CA: Sage Publications.

5. Nelson, M.R., & Deshpande, S. (2004). Love without borders: An examination of cross-cultural wedding rituals. In C. Otnes & T. Lowrey (Eds.), *Contemporary Consumption Rituals: A Research Anthology* (pp.125-148). Mahwah, NJ: Lawrence Erlbaum Associates.

6. Nelson, M.R. (2005). Exploring consumer response to 'advergaming.' In C. Haugtvedt, K. Machleit, & R. Yalch (Eds.). *Online Consumer Psychology: Understanding and Influencing Behavior in the Virtual World* (pp.167-194). Mahwah, NJ: Lawrence Erlbaum Associates.

7. Nelson, M.R., Rademacher, M.R., & Paek, H.J. (2007). Downshifting consumer = upshifting

citizen? An examination of a local freecycle community. In D.Shah, D. McLeod, L. Friedland & M. Nelson (Eds.), *The Politics of Consumption/The Consumption of Politics, The Annals of the American Academy of Political and Social Science* (pp.141-156). Thousand Oaks, CA: Sage Publications.

8. Nelson, M.R., & Katz, H. (2011). Digital metrics: Getting to the other 50 percent. In M.S. Eastin, T. Daugherty, & N.M. Burns (Eds.), *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption* (pp.314-334). IGI-Global: Hershey, PA.

9. Nelson, M.R., & Waiguny, M.K.J. (2012). Psychological processes and effects of in-game advertising and advergames. In L.J. Shrum (Ed.), *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion* (pp. 93-144), Second Edition. Taylor & Francis.

10. Nelson, M.R., & Ham, C.D. (2012). The Reflexive game: How target and agent persuasion knowledge influence advertising persuasion. E. Thorson & S. Rodgers (Eds.), *Advertising Theory* (pp.174-188), Routledge.

11. Nelson, M.R., & Vilela, A.M. (2012). Is the selectivity hypothesis still relevant? A review of gendered persuasion and processing of advertising messages. In L. Tuncay & C. Otnes (Eds.), *Gender and Culture in Consumer Behavior* (pp.111-138), Routledge.

12. Grigsby-Toussaint, D.S., Harrison, K., Nelson, M.R., Fiese, B.H. & Christoph, M.J. (2013). Exploring marketing targeted to youth in food stores. In J. Williams, K. Pasch, & C. Colins (Eds.), *Advances in Communication Research to Reduce Childhood Obesity* (pp. 317-342), New York: Springer.

13. Vilela, A.M., Nelson, M.R., & Paek, H.J. (2013). Bic for her and crisps for him: Contemporary gendered targeting and representation in advertising around the world. In C. Armstrong (Ed.), *Media (Dis)Parity: A gender battleground* (pp.149-162), Lexington Books.

14. Nelson, M.R., & Vilela, A.M. (2014). Now starring brand x: Product placement as a local, global and glocal branding communication tool. In H. Cheng (Ed.), *The Handbook of International Advertising Research* (pp.510-528), John Wiley & Sons.

#### Journal Articles \* peer-reviewed publications

1. \*Nelson, M. R., & Hitchon, J. C. (1995). Theory of synesthesia applied to persuasion in print advertising headlines. *Journalism & Mass Communication Quarterly*, 72(2), 346-360.

2. \*Newman Jr, P. J., & Nelson, M. R. (1996). Mainstream legitimization of homosexual men through Valentine's Day gift-giving and consumption rituals. *Journal of Homosexuality*, 31(1-2), 57-69 [also published as a book chapter].

3. \*Nelson, M. R., & Hitchon, J. C. (1999). Loud tastes, colored fragrances, and scented sounds: How and when to mix the senses in persuasive communications. *Journalism & Mass Communication Quarterly*, 76(2), 354-372.

4. \*Brunel, F. F., & Nelson, M. R. (2000). Explaining gendered responses to “help-self” and “help-others” charity ad appeals: The mediating role of world-views. *Journal of Advertising*, 29(3), 15-28. (both authors contributed equally).
5. \*Supphellen, M., & Nelson, M. R. (2001). Developing, exploring, and validating a typology of private philanthropic decision making. *Journal of Economic Psychology*, 22(5), 573-603.
6. \*Nelson, M. R. (2002). Recall of brand placements in computer/video games. *Journal of Advertising Research*, 42(2), 80-92.
7. \*Nelson, M. R., & Shavitt, S. (2002). Horizontal and vertical individualism and achievement values a multimethod examination of Denmark and the United States. *Journal of Cross-Cultural Psychology*, 33(5), 439-458.
8. \*Brunel, F. F., & Nelson, M. R. (2003). Message order effects and gender differences in advertising persuasion. *Journal of Advertising Research*, 43(03), 330-341.
9. \*Keum, H., Devanathan, N., Deshpande, S., Nelson, M. R., & Shah, D. V. (2004). The citizen-consumer: Media effects at the intersection of consumer and civic culture. *Political Communication*, 21(3), 369-391.
10. \*Nelson, M. R., Keum, H., & Yaros, R. A. (2004). Advertainment or adcreep game players' attitudes toward advertising and product placements in computer games. *Journal of Interactive Advertising*, 5(1), 3-21.
11. \*Wood, M. L., Nelson, M. R., Cho, J., & Yaros, R. A. (2004). Tonight's top story: Commercial content in television news. *Journalism & Mass Communication Quarterly*, 81(4), 807-822.
12. \*Nelson, M. R., & Otnes, C. C. (2005). Exploring cross-cultural ambivalence: a netnography of intercultural wedding message boards. *Journal of Business Research*, 58(1), 89-95.
13. \*Nelson, M. R., & McLeod, L. E. (2005). Adolescent brand consciousness and product placements: awareness, liking and perceived effects on self and others. *International Journal of Consumer Studies*, 29(6), 515-528.
14. \*Nelson, M. R., & Paek, H. J. (2005). Cross-cultural differences in sexual advertising content in a transnational women's magazine. *Sex Roles*, 53(5-6), 371-383.
15. \*Armstrong, C. L., & Nelson, M. R. (2005). How newspaper sources trigger gender stereotypes. *Journalism & Mass Communication Quarterly*, 82(4), 820-837.
16. \*Nelson, M. R., & Devanathan, N. (2006). Brand placements Bollywood style. *Journal of Consumer Behaviour*, 5(3), 211-221.
17. \*Armstrong, C. L., Wood, M. L., & Nelson, M. R. (2006). Female news professionals in local and national broadcast news during the buildup to the Iraq War. *Journal of Broadcasting & Electronic Media*, 50(1), 78-94.

18. \*Nelson, M. R., Brunel, F. F., Supphellen, M., & Manchanda, R. V. (2006). Effects of culture, gender, and moral obligations on responses to charity advertising across masculine and feminine cultures. *Journal of Consumer Psychology*, 16(1), 45-56.
19. \*Nelson, M. R., Yaros, R. A., & Keum, H. (2006). Examining the influence of telepresence on spectator and player processing of real and fictitious brands in a computer game. *Journal of Advertising*, 35(4), 87-99.
20. \*Nelson, M. R., & Paek, H. J. (2007). A content analysis of advertising in a global magazine across seven countries: Implications for global advertising strategies. *International Marketing Review*, 24(1), 64-86.
21. \*Paek, H. J., & Nelson, M. R. (2007). A cross-cultural and cross-media comparison of female nudity in advertising. *Journal of Promotion Management*, 13(1-2), 145-167.
22. \*Sivadas, E., Bruvold, N. T., & Nelson, M. R. (2008). A reduced version of the horizontal and vertical individualism and collectivism scale: A four-country assessment. *Journal of Business Research*, 61(3), 201-210.
23. \*Wood, M. L., Nelson, M. R., Atkinson, L., & Lane, J. B. (2008). Social utility theory: Guiding labeling of VNRs as ethical and effective public relations. *Journal of Public Relations Research*, 20(2), 231-249.
24. \*Nelson, M. R. (2008). The hidden persuaders: then and now. *Journal of Advertising*, 37(1), 113-126.
25. \*Moon, S. J., & Nelson, M. R. (2008). Exploring the influence of media exposure and cultural values on Korean immigrants' advertising evaluations. *International Journal of Advertising*, 27(2), 299-330.
26. \*Nelson, M. R., & Paek, H. J. (2008). Nudity of female and male models in primetime TV advertising across seven countries. *International Journal of Advertising*, 27(5), 715-744.
27. \*Zhang, J., Nelson, M. R., & Mao, E. (2009). Beyond de Tocqueville: The roles of vertical and horizontal individualism and conservatism in the 2004 US presidential election. *Journal of Consumer Psychology*, 19(2), 197-214.
28. \*Nelson, M. R., Wood, M. L., & Paek, H. J. (2009). Increased persuasion knowledge of video news releases: Audience beliefs about news and support for source disclosure. *Journal of Mass Media Ethics*, 24(4), 220-237.
29. \*Paek, H. J., & Nelson, M. R. (2009). To buy or not to buy: Determinants of socially responsible consumer behavior and consumer reactions to cause-related and boycotting ads. *Journal of Current Issues & Research in Advertising*, 31(2), 75-90.
30. \*Paek, H.J., Choi, H., & Nelson, M.R. (2010). Product, personality or prose? Testing functional matching effects in advertising persuasion. *Journal of Current Issues and Research in Advertising*. 32(2), 11-26.

31. \*Paek, H. J., Nelson, M. R., & Vilela, A. M. (2011). Examination of gender-role portrayals in television advertising across seven countries. *Sex Roles*, 64(3-4), 192-207.
32. \*Waiguny, M. K., Nelson, M. R., & Terlutter, R. (2012). Entertainment matters! The relationship between challenge and persuasiveness of an advergame for children. *Journal of Marketing Communications*, 18(1), 69-89.
33. \*Waiguny, M. K., Nelson, M. R., & Marko, B. (2013). How advergame content influences explicit and implicit brand attitudes: When violence spills over. *Journal of Advertising*, 42(2-3), 155-169.
34. \*Nelson, M. R., & Deshpande, S. (2013). The prevalence of and consumer response to foreign and domestic brand placement in Bollywood movies. *Journal of Advertising*, 42(1), 1-15.
35. \*Waiguny, M. K., Nelson, M. R., & Terlutter, R. (2014). The relationship of persuasion knowledge, identification of commercial intent and persuasion outcomes in advergames—The role of media context and presence. *Journal of Consumer Policy*, 37(2), 257-277.
36. \*Wang, Z., & Nelson, M. R. (2014). Tablet as human: How intensity and stability of the user-tablet relationship influences users' impression formation of tablet computers. *Computers in Human Behavior*, 37, 81-93.
37. \*Nelson, M. R., Deshpande, S., & Vilela, A. M. (2015). Exploring first-versus third-person perceptions of product placement influence on consumption and fashion in India. *Journal of Global Fashion Marketing*, 6(2), 103-119.
38. \*Nelson, M. R., & Park, J. (2015). Publicity as Covert Marketing? The Role of Persuasion Knowledge and Ethical Perceptions on Beliefs and Credibility in a Video News Release Story. *Journal of Business Ethics*, 130(2), 327-341.
39. \*Ham, C. D., Nelson, M. R., & Das, S. (2015). How to measure persuasion knowledge. *International Journal of Advertising*, 34(1), 17-53.
40. \*Atkinson, L., Nelson, M. R., & Rademacher, M. A. (2015). A humanistic approach to understanding child consumer socialization in US homes. *Journal of Children and Media*, 9(1), 95-112.
41. \*Nelson, M. R., Duff, B. R., & Ahn, R. (2015). Visual perceptions of snack packages among preschool children. *Young Consumers*, 16(4), 385-406.
42. \*Ahn, R., & Nelson, M. R. (2015). Observations of food consumption in a daycare setting. *Young Consumers*, 16(4), 420-437.
43. \*Nelson, M. R., Zhu, X., Li, Y., Fiese, B., & Koester, B. (2015). Get Real: How Current Behavior Influences Perceptions of Realism and Behavioral Intent for Public Service Announcements. *Health Communication*, 30(7), 669-679.
44. \*Nelson, M.R. (2016). Developing Persuasion Knowledge by Teaching Advertising Literacy in a Primary School. *Journal of Advertising*, 45(2), 169-182.

45. \*Vilela, A.M., & Nelson, M.R. (2016). Testing the Selectivity Hypothesis in cause-related marketing among Generation Y: [When] does gender matter for short- and long-term persuasion? *Journal of Marketing Communications*, 22(1), 18–35.
46. \*Ham, C. D., Yoon, G., & Nelson, M. R. (2016). The interplay of persuasion inference and flow experience in an entertaining food advergame. *Journal of Consumer Behaviour*, 15, 239-250.
47. \*Zhang, J., & Nelson, M.R. (2016). The effects of vertical individualism on status consumer orientations and behaviors. *Psychology & Marketing*, 33(5), 318-330 (both authors contributed equally).
48. \*Ham, C.D., & Nelson, M.R. (2016). The role of persuasion knowledge, assessment of benefit and harm, and third-person perception in coping with online behavioral advertising. *Computers in Human Behavior*, 62, 1-14.
49. \*Nelson, M.R., & Kehr, D. (2016). Food-focused advertising literacy can increase nutrition knowledge in elementary school students. *Journal of Nutrition Education and Behavior*, November-December, 48(1), 749-751.
50. \*Nelson, M.R., Atkinson, L., Rademacher, M.A., & Ahn, R. (2017). How media and family build children’s persuasion knowledge. *Journal of Current Issues and Research in Advertising*, 38(2), 165-183.
51. \*Nelson, M.R., Ham, C-D., Ahn, R. (2017). Knowledge flows between advertising and other disciplines: A social exchange perspective. *Journal of Advertising*, 46(2), 309-332.
52. \*Nelson, M.R., & Vilela, A.M. (2017). Exploring the interactive effects of brand use and gender on cause-related marketing over time. *International Journal of Nonprofit and Voluntary Sector Marketing*, 22(3), <http://onlinelibrary.wiley.com/doi/10.1002/nvsm.1580/abstract>
53. \*Chen, W.F., & Nelson, M.R. (accepted for publication). Champaign taste, beer budget – The new poor’s incongruent capital and consumption. *Journal of Consumer Culture*.

Published Proceedings (full papers \* peer reviewed)

1. \*Otnes, C., Nelson, M.R., & McGrath, M.A. (1995). The children's birthday party: A study of mothers as socialization agents In Frank R. Kardes & Mita Sujan (Eds.) *Advances in Consumer Research*, v. 22 (pp. 622-627). Provo, UT: Association for Consumer Research.
2. \*Shavitt, S., Nelson, M.R., & Yuan, R.M.L. (1997). Exploring cross-cultural differences in cognitive responding to ads. In M. Brooks & D.J. MacInnis (Eds.) *Advances in Consumer Research*, v. 24 (pp.245-250), Provo, UT: Association for Consumer Research.
3. \*Nelson, M.R. (1998). Capturing culture: New ways of measuring differences and determining their consequences for persuasion. 1998 *Business Research Yearbook* (pp.706-710). International Academy of Business Disciplines.

4. \*Kacen, J.J., & Nelson, M.R. (1999). Girrrl power and boyyy nature: Transforming gender identities. In S. Brown & A. Patterson (Eds.), *Proceedings of the Marketing Paradiso Conclave* (pp.211-221). Londonderry: University of Ulster.

5. \*Kacen, J.J., & Nelson, M.R. (2002). We've come a long way baby- or have we? Sexism in advertising revisited. In P. Maclarn & E. Tissier-Desbordes (Eds.), *Gender, Marketing and Consumer Behavior Six Conference Proceedings* (pp. 291-308), Provo, UT: Association for Consumer Research.

6. \*Paek, H.J., Nelson, M.R. & McLeod, D.M. (2004). Beyond polarized cultural values: A new approach to the student of South Korean and US newspaper advertisements. In B.E. Kahn & M.F. Luce (Eds.), *Advances in Consumer Research* (pp.495-502), Provo, UT: Association for Consumer Research.

7. \*Kuang, X., & Nelson, M.R. (2009). What makes an effective antismoking ad? A content analysis of antismoking ads by Chinese adolescents. In H.Li, S. Huang, & D. Jin (Eds.) *The Proceedings of the American Academy of Advertising Asia-Pacific Conference and International Symposium of Advertising Development and Education*, (pp.64-74), American Academy of Advertising, in conjunction with China Advertising Association of Commerce, and Communication University of China.

8. \*Punnahitanond, R., & Nelson, M.R. (2011). Collectivism-Individualism and self-construal: How values predict Thai youths' responses to anti-drug advertisements. In G. Kerr & C. LaFerle (Eds.), *The Proceedings of the 2011 American Academy of Advertising Asia-Pacific Conference and International Symposium of Advertising Development and Education* (pp.123-135), American Academy of Advertising.

47. \*Nelson, M.R., & Kehr, D. (forthcoming). Food-Focused advertising literacy can increase nutrition in elementary school students. *Journal of Nutrition, Education and Behavior*.

#### Other Publications

##### Invited Expert Commentary & Encyclopedia Entries

1. Shavitt, S., & Nelson, M.R. (1997). Comments on Chapter 8: Pretesting using cognitive response analysis. In W. Wells & T. Jonas (Eds.), *Measuring Advertising Effectiveness* (pp. 128-132). New Jersey: Lawrence Erlbaum Associates, Inc.

2. Shavitt, S., & Nelson, M.R. (2001). On the dynamic and goal-oriented nature of (candidate) evaluations: commentary. In J. Kuklinski (Ed.), *Citizens and Politics: Perspectives from Political Psychology* (pp. 227-239). Cambridge, England: Cambridge University Press.

3. Nelson, M.R. (2003). And now, A word from our sponsor. Expert response to *Harvard Business Review* case study, October, 38.

4. Nelson, M.R. (2012). Product Placements, Invited entry in Dale Southerton (Ed.), *Encyclopedia of Consumer Culture*, Volume 3, (pp.1153-1154), CQ Press, a division of Sage Publications, Inc.



5. Paek, H.J., Vilela, A.M., & Nelson, M.R. (2014). Gender-role portrayals in TV advertising. In A.C. Michalos (Ed.), *Encyclopedia of Quality of Life and Well-Being Research*, (pp. 2477-2483). Springer, Dordrecht, Netherlands, Springer.

6. Nelson, M.R. (2015). Introduction to virtual special issue on children and advertising. *Journal of Advertising*, online: <http://explore.tandfonline.com/content/bes/ujoa-special-issue-children/ujoa-si-intro-children>

7. Editor, *Proceedings of the 2015 Conference of the American Academy of Advertising*, August 2015.

Conference Presentations (peer-reviewed unless otherwise noted)

Nelson, M.R., & Hitchon, J. (1991, August). Theory of synesthetic metaphor in print advertising headlines. Paper presented at the Conference of the American Psychological Association (Division 23: Consumer Research), Washington D.C..

Nelson, M.R., & Hitchon, J. (1993, August). Theory of synesthesia applied to print advertising. Paper presented at the Convention of the Association for the Education of Journalism and Mass Communication, Kansas City, MO.

Otnes, C., Nelson, M.R., & McGrath, M.A. (1994, October). The children's birthday party: A study of mothers as socialization agents. Paper co-presented at the Conference of the Association for Consumer Research, Boston, MA.

Nelson, M.R., Shavitt, S., Schennum, A., & Barkmeier, J. (1994, May). The prediction of long-term advertising effectiveness: New cognitive response approaches. Paper presented at the Thirteenth Annual Advertising and Consumer Psychology Conference, Measuring Advertising Effectiveness, Minneapolis, MN.

Shavitt, S., & Nelson, M.R. (1995, September). The communicative value of products: Effects of product usage on person judgments. Poster presented at Conference of the Society for Experimental Social Psychology, Washington D.C..

Nelson, M.R., Otnes, C., McGrath, M.A., & Lowrey, T. (1995, October). Shopping with Consumers: Retrospective and Prospective Methodological Applications," Michelle R. Nelson, Cele Otnes, Mary Ann McGrath, and Tina M. Lowrey, special session: Let's Talk Shop: Multiple Interpretive Perspectives on Studying Consumer Shopping Behavior presented at the Conference of the Association for Consumer Research, Minneapolis, MN, October 1995.

Shavitt, S., & Nelson, M.R. (1996, August). Communicative social identity: Effects of product usage on person judgments. Paper presented as part of symposium on attitude functions, Why We Evaluate: Functions of Attitudes, Chairs: Gregory R. Maio & James M. Olson, at the Annual Convention of the American Psychological Association (Divisions 8/23), Toronto, Canada.

Shavitt, S., Nelson, M.R., & Yua, R.M.L. (1996, October). Exploring cross-cultural differences in cognitive responding to ads. Paper presented at the Conference of the Association for Consumer Research, Tucson, AZ.

Nelson, M.R. (1997, March). Examining the horizontal and vertical dimensions of individualism: links to values and moral orientations and consequences for persuasion. Paper presented at the Individualism and Collectivism Conference sponsored by the Speech Communication Department at California State-Fullerton, CA.

Nelson, M.R., & Shavitt, S. (1997, October). Examining horizontal and vertical dimensions of individualism: The importance of cultural values. Paper presented at the Conference of the Association for Consumer Research, Denver, CO.

Nelson, M.R. (1998, April). Capturing culture: New ways of measuring cultural differences and determining their consequences for advertising persuasion. Paper presented to the International Academy of Business Disciplines, San Francisco, CA.

Nelson, M.R. (1998, June). What's morality got to do with it? How gender and world-views affect advertising processing and preference for charitable appeals. Paper presented at the Conference on Gender, Marketing and Consumer Behavior, San Francisco, CA.

Otnes, C., Lowrey, T., & Nelson, M.R. (1998, October). Long-term lessons learned from shopping with consumers. Paper co-presented at Association for Consumer Research annual conference, Montreal, Canada.

Brunel, F.F., & Nelson, M.R. (1998, October). Gendered responses to 'help-self' and 'help-others' charity ad appeals: Consequences of readers' personality and culture. Poster co-presented at the Association for Consumer Research annual conference, Montreal, Canada.

Kacen, J.J., & Nelson, M.R. (1999, September). Gender power and boyyy nature: Transforming gender identities. Paper co-presented at the Marketing Paradiso Conclave Conference at University of Ulster, Belfast, Ireland.

Sivadas, E., Bruvold, N., & Nelson, M.R., & Shavitt, S. (2000, October). A cross-national examination of horizontal and vertical individualism and collectivism: Measurement and impact on consumer decision making. Poster presented by first author at the Association for Consumer Research Conference, Salt Lake City, UT.

Brunel, F.F., Ruth, J. & Nelson, M.R. (2000, June). Beyond the stereotypes of male consumption. Paper presented by first author at the 5<sup>th</sup> Association for Consumer Research conference on Gender, Marketing and Consumer Behavior, Chicago, IL.

Nelson, M.R., (2001, May). Advertisers got game: Investigating brand messages in online games. Poster/roundtable session at the 20<sup>th</sup> Annual Advertising and Consumer Psychology Conference, SCP, Seattle, WA.

Nelson, M.R., (2001, August). Advertisers got game: Examining effectiveness of product placements in new media. Paper presented at the Annual Convention of Association for the Education of Journalism and Mass Communication, Washington D.C.

Nelson, M.R., & Otnes, C. (2001, December). How do you say 'I Do': An analysis of community and socialization in intercultural wedding message boards. Paper presented at the Eighth Annual Cross-Cultural Research Conference, Hawaii.

Kacen, J.J., & Nelson, M.R. (2002, June). We've come a long way, baby – or have we? Sexism in advertising revisited. Paper co-presented at the ACR Conference on Gender, Marketing and Consumer Behavior, Dublin, Ireland.

Paek, H.J., Nelson, M.R., & McLeod, D.M. (2002, August). Is culture going global? A comparison of South Korean and U.S. Newspaper Ads in the new millennium. Paper presented to the Advertising Division for the Association for Education in Journalism and Mass Communication Annual Convention, Miami Beach, FL.

Deshpande, S., Devanathan, N., Nelson, M.R., Paek, H.J., Punnahitanond, R. Stein, S. Alexandra Vilela, A., & Yaros, R. (2002, August). Exploring international social marketing strategies: A cross-cultural case study of anti-smoking efforts in six countries. Paper presented to the International Division, Association for Education in Journalism and Mass Communication Annual Convention, Miami Beach, FL.

Fukuchi, N., & Nelson, M.R. (2002, August). Changes in social psychological and cultural identity of Japanese biculturals. Poster presented by first author at the American Psychological Association, Chicago, IL.

Devanathan, N., Nelson, M.R., McCarty, J., Deshpande, S., Paek, H.J., Punnahitanond, R. Stein, S.E., Vilela, A.M., & Yaros, Y. (2002, October). Product placements go global: An examination of brand contacts across five countries. Paper presented at the Association for Consumer Research Conference, Atlanta, GA.

Nelson, Michelle R. (2002, October). When brands are stars: Exploring consumer response to product placements. Chair/Discussant. Special Session presented at the Association for Consumer Research Conference, Atlanta, GA.

Nelson, Michelle R. (2002, October). Global advertising. Chair at Special Session, presented at the Association for Consumer Research Conference, Atlanta, GA.

Nelson, M.R., & Paek, H.J. (2003, August). Exporting the 'fun, fearless female': *Cosmopolitan* magazine as a case study of a global media brand. Poster presented by second author at the Association for Education in Journalism and Mass Communication Annual Convention, Kansas City, MO.

Keum, H., Devanathan, N., Deshpande, S., Nelson, M.R., & Shah, D.V. (2003, August). The citizen-consumer: The complex relationship among media, consumer culture, and civic engagement. Paper presented by first author to the American Political Science Association. Philadelphia, PA.

Paek, H.J., Nelson, M.R., & McLeod, D.M. (2003, October). Beyond polarized cultural values: A new approach to the study of South Korean and US newspaper advertisements. Paper co-presented to the Association for Consumer Research Annual Convention, Toronto, Canada.

Wood, M.L.M., Nelson, M.R., Cho, J., & Yaros, R. (2004, May). Tonight's top story: Commercial content in television news. Poster presented by first author at the International Communication Association, New Orleans, LA.

Moon, S.J., & Nelson, M.R. (2004, May). The effects of Korean mass media on Koreans' attitudes toward the U.S. and Americans. Paper presented by first author at the International Communication Association, New Orleans, LA.

Tuncay, L.Y., Nelson, M.R., & Kacen, J.J. (2004, June). What do we really know about sexism in advertising? Shedding new light on consumers' construal of sexism in advertising. Paper presented at the ACR Conference on Gender, Marketing and Consumer Behavior, Madison, WI.

Nelson, M.R., Deshpande, S., Devanathan, N., & Lakshmi, C.R. (2004, October). If...the table for McWorld has been set by Hollywood, what is served by Bollywood? Paper presented by second author at the Annual Conference of the Association for Consumer Research, Portland, OR.

Nelson, M.R., Brunel, F.F., Suppehellen, M., & Manchanda, R. (2005, February). Priming moral obligations: When 'doing good' messages boomerang. Paper presented by second author at the Annual Conference of the Society of Consumer Psychology, St. Pete Beach, FL.

Sivadas, E., Bruvold, N., Nelson, M.R., & Stern, B. (2005, August). Examination of the psychometric properties of the horizontal & vertical individualism and collectivism scale: A four-country analysis. Paper presented by co-authors at the American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA.

Punnahitanond, R., & Nelson, M.R. (2006, June). A positive youth development media campaign targeting youth and parents: Investigating its complementary impact on Thai youth outcomes. Paper presented by first author at the International Communication Association conference, Dresden, Germany.

Vilela, A., & Nelson, M.R. (2006, June). Values: Better than sex segmentation strategy for cause-related marketing messages. Paper presented by first author at the International Communication Association conference, Dresden, Germany [top paper session-Public Relations division].

Paek, H.J., Nelson, M.R., & Vilela, A.M. (2007, May). Gender of nations or gender-specific products? Determinants of gender role advertising content across seven countries. Paper presented by first author at the AAA Asia Pacific Conference, Seoul, South Korea.

Nelson, M.R., Wood, M.L.M., & Paek, H.J. (2007, August). Increased persuasion knowledge of video news releases: Audience response and public policy issues related to source disclosure. Poster presented by first author at the Association for Education in Journalism and Mass Communication Annual Convention, Public Relations Division, Washington DC.

Paek, H.J., & Nelson, M.R. (2007, August). To buy or not to buy: Socially responsible consumer behavior and implications for advertisers. Poster presented by first author at the Association for Education in Journalism and Mass Communication Annual Convention, Advertising Division, Washington DC.

Nelson, M.R., & Paek, H.J. (2007, August). Sexy in seven countries: The state of undress by model nationality across socio-cultural context. Paper presented at the American Psychological Association Annual Convention, International Psychology division, San Francisco, CA.

Nelson, M.R., Yang, J.J., & Yaros, R. (2008, March). Fit and effectiveness: Investigating game genre-brand congruence for brand placements. Paper presented at the American Academy of Advertising Conference, San Mateo, CA.

Rademacher, M. & Nelson, M.R. (2008, May). Make new friends / Keep the old: media, social networks, and identity during the college transition. Paper presented by first author at the International Communication Association Conference, Montreal.

Vilela, A.M., & Nelson, M.R. (2008, August). Applying the selectivity model to cause-related-marketing campaigns: Does gender influence consumers' responses? Poster co-presented at the Association for Education in Journalism and Mass Communication Annual Convention, Advertising Division, Chicago, IL.

Nelson, M.R., & Rademacher, M (2008, October). From trash to treasure: Freecycle.org as a case of generalized reciprocity. Poster presented at the Association for Consumer Research Conference Annual Convention, San Francisco, CA.

Stein, M.F., & Nelson, M.R. (2009, March). Does advertising content reflect consumers' values? Paper co-presented at the American Academy of Advertising (AAA) Conference, Cincinnati, OH.

Nelson, M.R. (2009, March). Special panel on Ethics and Social Responsibility in Advertising, Panel Member, American Academy of Advertising (AAA) Conference, Cincinnati, OH.

Kuang, X., & Nelson, M.R. (2009, May). What makes an effective antismoking ad? A content analysis of antismoking ads designed by Chinese adolescents. Paper presented by first author at the American Academy of Advertising Asian-Pacific Conference, Beijing, China.

Nelson, M.R., & Zhang, J. (2010, February). Not all individualists are alike! Horizontal & vertical individualism - Implications for consumer orientation and advertising response. Paper presented at the Society for Consumer Psychology Conference, St. Petersburg, FL.

Lee, M., Nelson, M.R., & Kim, M. (2010, March). Perceptual and behavioral third-person effects in stealth marketing: The moderating role of perceived appropriateness. Paper presented by first author at the American Academy of Advertising (AAA) Conference, Minneapolis, MN.

Waiguny, M., Nelson, M.R., & Terlutter, R. (2010, March). Persuading playfully? The effects of persuasion knowledge and positive affect on children's attitudes, brand beliefs, and behaviors. Paper co-presented at the American Academy of Advertising (AAA) Conference, Minneapolis, MN.

Waiguny, M., Nelson, M.R., & Terlutter, R. (2011, April). Go with the flow: How persuasion knowledge and game challenge and flow state impact children's brand preferences. Paper co-presented at the Academy of Advertising (AAA) Conference, Mesa, AZ.

Nelson, M.R. (2011, August). Media planning. Invited Participant in Pre-Conference Teaching Workshop, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, St. Louis, MO.

Punnahitanond, R. & Nelson, M.R. (2011, June). Collectivism-Individualism and self-construal: How values predict Thai youths' responses to anti-drug advertisements. Paper presented by first author at the Asia-Pacific American Academy of Advertising Conference, Brisbane Australia.

Nelson, M.R., Oh, S.D., & Park, J. (2011, August). Consumer knowledge of news making: How increased persuasion knowledge of video news releases influences beliefs and trust in a news story. Poster presented in the Public Relations division, Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, St. Louis, MO. Awarded 2<sup>nd</sup> place for Best Poster in the Division.

Nelson, M.R. (2012, March). Games galore: Making sense of metrics and meaning in adver-game research and practice. Paper presented as part of a Professional-Academic Panel on "Medium and Message: a 21<sup>st</sup> Century Approach," American Academy of Advertising (AAA) Conference, March 2012, Myrtle Beach, SC.

Nelson, M.R., Zhu, X., Li, Y.Y., Fiese, B., & Koester, B. (2012, March). Get real: How current behavior influences perceptions of realism and behavioral intent for PSAs. Paper presented at the American Academy of Advertising (AAA) Conference, Myrtle Beach, SC.

Zhang, J., & Nelson, M.R. (2012, October). The effect of vertical individualism on status consumption and advertising response: Examination from a dispositional and dynamic view of cultural values. Poster presented at the Association for Consumer Research Annual Convention, Vancouver, CA.

Ham, C.D., Yoon, G., & Nelson, M.R. (2013, August). Entertaining with food: The interplay of source effect and flow in response to advergaming. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Washington DC.

Nelson, M.R., Duff, B., Yoon, G., et al. (2013, October). 'The bad guys is tasty': How visual packaging cues and nutrition knowledge influence pre-school children's perceptions and selections of snacks. Poster presented at the Association for Consumer Research Conference, Chicago, IL.

Li, H., Nelson, M.R., Huh, J., & Gangadharbatla, H. (2014, March). Big data and advertising research and education, Pre-Conference Session for the American Academy of Advertising Conference, (invited, competitive session), Atlanta, GA.

Lu, X., Ren, Y., Xiong, S., Yao, J., Zheng, A., & Nelson, M.R. (2014, October). Having fun with Candy Crush: Second-screen media multitasking offers gratifications and (possible) benefits for advertising, Poster presented at the Association for Consumer Research Conference, Baltimore, MD.

Nelson, M.R., Katz, H., Hu, X., Bose, P., Lee, E.K., Tong, X., Li, H.H. (2015, July). Building bridges through experiential learning: The classroom as research laboratory for a client-based project on socially enabled advertising, Paper presented at the International Conference on Research in Advertising (ICORIA), London, England.

Nelson, M.R., Kehr, D., & McCaffrey, J. (2015, July). Integrating nutrition education and media literacy into the Common Core curriculum. Poster presented at the Society for Nutrition Education and Behavior, Pittsburgh, PA.

Nelson, M.R., Das, S., & Ahn, R. (2015, August). How advertising taught us how to consume fruits and vegetables in the early Twentieth Century. Poster presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, San Francisco, CA.

Varabyova, V., & Nelson, M.R. (2015, August). Information source evaluation strategies that individuals use in eWOM on social media. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, San Francisco, CA.

Nelson, M.R., Ham, C.D., & Ahn, R. (2016, March). Knowledge flows between advertising and other disciplines: A social exchange perspective. Paper presented at the American Academy of Advertising Annual Conference, Seattle, WA.

Pham, G., Shancer, M., Guo, D., Tao, J., Peng, Y., Wang, Y., & Nelson, M.R. (2016, August). Only other people post food photos on Facebook: How social media fits into our lives and the third person effect. Paper presented by first author at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Minneapolis, MN.

Ahn, R., & Nelson, M.R. (2016, August). "Not Strawberry Shortcake again!": Exploring parental mediation of pre-school children's book selection and book reading in a library setting. Paper presented by first author at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Minneapolis, MN.

Nelson, M.R., Ahn, R., Giray, C., & Ferguson, G. (2017, July). Globalization and 'Jahmerican' Food Advertising in Jamaica. Paper presented at the Global Conference of the American Academy of Advertising, Tokyo, Japan.

Shen, J., Stenger, M., Lechowicz, J., Chen, C., Yang, R., Sivaskaran, A., Wang, Y., Zhang, J., Zou, X., Nelson, M.R., & Katz, H. (2017, August). "Really Being There?": Telepresence in Virtual Reality Branded Content. Poster presented by first author and Chen at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Chicago, IL.

## **TEACHING**

**University of Illinois at Urbana-Champaign** (Teaching Assistant/Instructor of Record)  
Persuasive Writing (Business & Technical Writing) (Fall 1994-Spring 1995)  
Advertising Campaigns (Spring 1996)

### **Emerson College, Boston, MA (1997-1998)**

#### Undergraduate Courses

Principles of Marketing Communication (Fall 1997, Spring 1998)

Research Methods (Spring 1998)

Digital Culture-Understanding the Creative Process (Spring 1998)

#### Graduate Courses

Cultural Foundations of Buyer Behavior (Fall 1998)

Advertising Theory and Practice (Fall 1998)

## **University of Wisconsin-Madison (2000-2006)**

### Undergraduate Courses

J445 Designing Creative Messages for the Media (Fall 2002-Spring 2006)

J449 Strategic Communication Campaigns (Spring 2001-Spring 2003)

J575 Promotional Campaigns (Fall 2000)

J646 Mass Media and the Consumer (Fall 2000-Spring 2006)

J676 Global Strategic Communications (Fall 2002, 2004)

### Graduate Courses

J805 Qualitative Research Methods (Spring 2001)

J840 Seminar in Strategic Marketing Communication (Fall 2005)

## **University of Illinois at Urbana-Champaign (2006-present)**

### Undergraduate Courses

ADV199 Advertising & Identity in a Globalized World (Fall 2009)

ADV283 Advertising and Brand Strategy (Spring 2017)

ADV399 Global Advertising Studies (Spring on campus; ADV399 Summer Rome, Italy; 2011)

ADV393 Advertising & Society (Spring 2016)

ADV476 Global Advertising (Fall 2007, 2009, 2010, 2012, 2014)

ADV481 Advertising Research Methods (Spring 2007)

ADV482 Qualitative Analysis in Advertising (Fall 2016, Fall 2017)

ADV483 Audience Analysis (Fall 2006, 2007, 2008, 2009, 2010; Spring 2008)

ADV491 Advertising Management Planning (Spring 2007, Spring 2012)

### Graduate Courses

ADV582 Qualitative Research Methods in Advertising (Fall 2011, 2012, 2013, 2014, 2015, 2016, 2017)

ADV585 Advertising Planning and Decision Making (Spring 2015)

ADV587 Graduate Seminar: Theory (Spring 2009)

ADV588 Graduate Seminar II (Spring 2012)

ADV597 Proseminar in Advertising (Fall 2013)

ADV598 Professional Project (Fall-Summer 2012; Fall 2013; Fall 2015, Fall 2016, Fall 2017)

### Adjunct or Visiting Professor Courses

Advertising Theory & Practice (graduate/undergraduate course): Summer 2010; Department of Business Management: Marketing & International Management, Alpen-Adria Universitat Klagenfurt, Klagenfurt, Austria

Direct and Interactive Marketing (undergraduate course): Spring 2000; Marketing Group; Oxford Brookes University

## **OTHER CONFERENCE PARTICIPATION**

- Speaker: "That Advertising is Making me ..Healthy? (How) Can Advertising Contribute Positively to Health Behaviors," Obesity Across the Lifespan Research Symposium, Family Resiliency Center, University of Illinois, May 8, 2014. <http://familyresiliency.illinois.edu/obesity-symposium/>

- Poster session, "Integrating Nutrition Information and Media Literacy into the Common Core Curriculum (Waukegan Elementary Schools)," Michelle R. Nelson, Dale Kehr and Amy Restko, Obesity Across the Lifespan Research Symposium, Family Resiliency Center, University of Illinois, May 8, 2014. <http://familyresiliency.illinois.edu/obesity-symposium/>



- Poster Session, "Helping Families with Meal Planning: Using Advertising Research to Evaluate Public Service Announcements for the FRC," 2012 Public Engagement Symposium, UIUC.
- Plenary Panelist, Transdisciplinary Approaches to Childhood Obesity, Family Resiliency Center, UIUC, March 4, 2011
- Panelist, Branded Content & Product Placement, School of Journalism and Mass Communication Centennial Celebration, UW-Madison, April 28, 2005.
- Panelist, "Women and Advertising: A Discussion of Jean Kilbourne's Presentation," organized by Wisconsin Union Directorate, Memorial Union, February 3, 2005.
- Panelist, "International Culture and Consumer Psychology: A Panel Discussion" for the Society for Consumer Psychology, 1998 Winter Conference Program, Austin, TX, February 1998.
- Participant, "PRISM: Crossroads of Multiculturalism Conference," Emerson College, Boston, MA, February 1998.
- Respondent to Panel, "Political Advertising," 1997 Political Communication Conference: Campaign '96: Messages for the New Millennium," Emerson College, Boston, MA, November 1997.

#### Invited Public Lectures

- "Values and Responses to Advertising in Denmark" to the Rotary International Club, Copenhagen Chapter, Denmark, Fall 1996.
- "Integrating Theory and Practice into a New Interdisciplinary Course: Lands' End as a Real-World Global Strategic Communications Case" presented to the Best Practices in Teaching Global Languages and Cultures conference, March 28, 2003. Sponsored by the Global Languages, Literatures & Cultures Forum, UW-Madison campus-wide conference.
- "WHAT IS BEAUTIFUL? GLOBAL PERSPECTIVES ON BODY IMAGE". For International Learning Community's Global Dialogue Series, Chadbourne Hall, February 2004.
- "New Hidden Persuaders," presented to the Rotary Ethics Symposium, Madison, 2005, 2006
- "New Hidden Persuaders," presented to the Freshman Parents' Weekend, UW-Madison, November 5, 2004
- Invited Professor to speak at SOAR for parents and incoming freshmen, UW-Madison, June 19, 2005.
- Plenary Panelist, Transdisciplinary Approaches to Childhood Obesity, Family Resiliency Center, University of Illinois, March 4, 2011.
- "History of Advertising Education in the United States," International Conference on Advertising Education, Xiamen University, Xiamen, China, July 27, 2013.
- "That Advertising is Making me ...Healthy? (How) Can Advertising Contribute Positively to Health Behaviors," Obesity Across the Lifespan Research Symposium, Family Resiliency Center, University of Illinois, May 8, 2014.
- "New Forms of Content: Research and Responsibility" Invited Keynote Address for the European Advertising Academy ICORIA 2017 Conference, Ghent, Belgium, June 29-July 1, 2017.

#### **SUPERVISION OF GRADUATE STUDENTS**

- # Ph.D. in Journalism and Mass Communication, University of Wisconsin-Madison
- \* Ph.D. in Marketing, University of Wisconsin-Madison
- % Ph.D. in Communication Arts, University of Wisconsin-Madison
- @ Ph.D. in Communication Research, University of Illinois at Urbana-Champaign
- & Ph.D. in Psychology, University of Illinois at Urbana-Champaign

#### **Ph.D. Committee Chair:**

1. # Stein, Susan E., 2004, "Using the Theory of Planned Behavior to Design a Sustainable Transportation Community-Based Social Marketing Campaign," now Associate Teaching Professor, Drexel University.
2. # Punnahitanond, Ratanasuda, 2005, "'Just Say Yes' to Positive Youth Development: Investigating Media Campaign Effects on Thai Youths' Behaviors Using the Integrative Model of Behavioral Prediction," now Director, International Affairs Office, Bangkok University.
3. # Wood, Michelle L.M., 2006, "Expertise and Prior Attitude: Exploring New Moderators in the Context of Inoculation Research," now Adjunct Faculty, University of Minnesota.
4. # Vilela, Alexandra M., 2006, "Exploring the Relationship between Gender and Cause in Consumer Processing of Cause-Related Marketing," now Associate Professor, James Madison University.
5. # Kuang, Xiaodong (Tony), 2008, "Print Antismoking Advertising in China and Short-term Effects on Adolescents," now Assistant Professor, Edgewood College.
6. @ Sredl, Katherine, 2009, "The Construct of Consumer Pride and Its Relevance to Intergenerational Consumption: A Field Study in a Transformation Economy," (co-advisor with Dr. Cele Otnes), now Visiting Professor, Loyola University Chicago.
7. @ Mitchell, Aishtale (Tale), 2014, "Branded Entertainment in Emotional Scenes: Excitation Transfer or Direct Affect Transfer?" now Assistant Professor, James Madison University.
8. @ Chen, Wei-Fen, 2016, "Social Class Consciousness and Consumer Culture in Transitions-- Exploring the 'New Poor' in Taiwan and the U.S." now post-doctoral fellow, EMS (Institute of Emerging Market Studies), Hong Kong University of Science and Technology, HKUST.
9. @ Ahn, Regina, 2015-present, University of Illinois at Urbana-Champaign
10. @ Tian, Kat, 2016 – present, University of Illinois at Urbana-Champaign

Ph.D. Committee Member

1. # Park, David, 2003, "Conglomerate Rock: The Music Industry's Quest to Divide Music and Conquer Wallets," now Associate Professor, Florida International University.
2. # Ward, Heather J., 2003, "The Variable Roles of Involvement in Constructing a Situation Model from Health News," now Lecturer, California State University Monterey Bay.
3. # Keum, Heejo, 2004, "Consumption and Participation in Contemporary America: The Role of Informational and Dispositional Factors," now Assistant Professor, Sungkyunkwan University, Seoul, Korea.
4. % Morrill, Joshua H., 2004, "Inoculating Juries: Attitudinal Inoculation, Group Deliberation, and Trial Outcomes," now Director, Morrill Solutions Research.
5. % Anderson, Jason W., 2004, "An Exploration into the Role of Commitment in Persuasion."

6. # Moon, Seung-Jun, 2004, "Immigration, Acculturation, and Mass Media Effects: Cultural Values and Evaluations of Caucasian and Asian Advertising Models," now Associate Professor, Inha University, South Korea.
7. % Shen, Lijiang, 2005, "The Interplay of Message Framing, Cognition, and Affect in Persuasive Health Communication," now Associate Professor, Pennsylvania State University.
8. # Shevy, Mark, 2005, "Commusication 1: Popular Music Genre as Cognitive Schema Defense," now Associate Professor, Northern Michigan University.
9. # Yaros, Ronald A., 2005, "Effects of Explanatory Structure Building on Interest in And Understanding of Hypertext News About Science and Technology," now Associate Professor, University of Maryland.
10. # Paek, Hye-Jin Paek, 2005, "Perceived Peer Influences in the Effects of Antismoking Media Messages: An Exploration of Mediating and Moderating Mechanisms," now Associate Professor, Department of Advertising and Public Relations, Hanyang University, South Korea.
11. # Tajima, Atsushi, 2006, "Consuming Racial Others: Media Representations of Racial Otherness in Japanese Nationhood, now Associate Professor, State University of New York, Geneseo.
12. \* Arsel, Zeynep, 2007, "Contesting Marketplace Identity Myths: The Interplay Between Cultural Capital And Marketplace Embeddedness In Consumers' Stigma Dissociation Strategies," now Associate Professor, Concordia University, Montreal, Canada.
13. @ Novak, Kathy Petite (Jamison), 2008, "Taming Consumer Culture: A Contractarian Ethic for Advertisin," now Associate Professor, University of Illinois, Springfield.
14. @ Oh, Sang Do, 2011, "Why Go Green? To Save this Planet or Advocate Your Ego?" now Assistant Professor, School of Technology Management, UNIST (Ulsan National Institute of Science and Technology), South Korea.
15. @ Kulemeka, Owen, 2011, "Public Relations, Preparedness, and the Transportation Disadvantaged in a Post-Disaster Environment," was Assistant Professor, University of Oklahoma, Deceased, 2015.
16. @ Anderson, John 2011, "Radio's Digital Dilemma: Broadcasting in the 21st Century," now Assistant Professor, Brooklyn College.
17. @ Yoon, Gunwoo, 2015, "Studies of Embodied Cognition and Metaphor," now Assistant Professor, Miami University.
18. @Kulpavaropas, Supathida, 2017, "The Influence of Scarcity Messages, Variation in Advertising, and Consumers' Communication Style on Variety Seeking."
19. @Wang, Zongyuan (Glenn), 2015-present.
20. @Bowen, Tiffany, 2015-present.

External Examiner, Ph.D.

Artemisa Jaramillo Galan, Marketing, Dublin City University Business School, Spring 2016

**M.S. Committee Chair:**

1. Aperi, Jaclyn, 2004, "The Evolution of a Value-Frame: Reframing the Same-Sex Marriage Debate," University of Wisconsin-Madison, now Research Scientist, SC Johnson.
2. Rademacher, Mark A. 2005, "'The 'Identity Suitcase' and Beyond: Identity, Possessions, Media and the College Transition," University of Wisconsin-Madison, now Associate Professor, Butler University.
3. Varabyova, Veranika, 2014, "The Study of Proxemics Theory and Advertising Receptivity on Smartphone Devices" University of Illinois, now at Gotoresearch.
4. Restko, Amy 2014, "Which Creates A Bigger Halo: Cause-related Marketing or Cause Sponsorship?" University of Illinois, now Research Analyst, Edelman.

**M.S. Committee Member**

1. Deal, David A., 2006 (UW-Madison), "Time for Play: An Exploratory Analysis of the Changing Consumption Contexts of Digital Games."
2. Wang, Zongyuan (Glenn) Wang, 2013 (UIUC), "Advertising Distractor Devaluation Under Perceptual and Cognitive Load," now Ph.D. student in Communications Research, UIUC.
3. Enrique Carmona Cortes, 2013 (UIUC), "Collateral Damage: Un-Intended Brand-Association Effects of American In-Language Hispanic Advertising on the Non-Spanish Speaking Consumer," now Interactive Media, Senior Specialist, Grainger.
4. Song, Yoojin (Gina), 2013 (UIUC), "Does Reactance Theory Really Occur? Advertising Avoidance," now Digital Marketing Planner, Sears Holding Company.
5. Xiong, Shili, 2014 (UIUC), "Effects of Online Advertisement Exposure on the Processing of Product Placement," now Ph.D. student in Communications Research, UIUC.
6. Cui, Shuoying (Sarah), 2016 (UIUC), "Assimilation And Contrast, And Order Of Presentation Effects On Attitudes Toward Advertising."
7. Xu, Jing (Zoe), 2016-2017 (UIUC). Thesis related to culture and processing of medicine /health-related messages: role of placebo effects.
8. Nyarko, Akua, 2016-2017 (UIUC). Thesis related to processing of fair-trade product messages.

External Examiner, M.S.

Thuthi Gunawardena, Marketing, Auckland University of Technology, 2013

Supervision of Undergraduate Students

- Fall 2015 Devidasani, Simran, supervised undergraduate research project, she presented as poster at the 2016 Undergraduate Research Symposium.
- Fall 2015, Reilly, Ciara, supervised undergraduate research project, she presented as poster at the 2016 Undergraduate Research Symposium.
- Spring 2016 Cooley, Jenna, supervised undergraduate research project.
- Spring 2016, Anderson, Katie, supervised James Scholar project.
- Spring 2017: supervising 3 undergraduate research students (1 is James Scholar): for evaluating Jamaican food marketing environment project:  
Bridget Regan, HDFS major  
Connor Goetten, Advertising major  
Grace Brennan, Advertising major
- Spring 2017; supervising 2 undergraduate research students for Virtual Reality research:  
Aparna Sivasankaran, Advertising major  
Yixin Zhou, Advertising major

## **SERVICE**

### **University of Illinois:**

Reviewer for University of Illinois Research Board Grant Applications  
Undergraduate Research Symposium, Judge (2016, 2017)

### **College of Media:**

Search Committee, College of Media Dean, 2009-2010  
Search Committee, Digital Media Associate Professor (joint hire with Journalism, Chair of Committee), 2013-2014  
Search Committee, Assistant Professor – Agricultural Communications (Chair of Committee), 2012  
Search Committee, Assistant Dean for Administration, 2016  
Search Committee, Assistant Professor, Emerging Media, 2016-2017  
Ph.D. Admissions, 2010  
Ph.D. ICR Program Evaluation Committee, 2010, 2011, 2012, 2013, 2015, 2016  
Executive Committee, 2013-2014, 2015-2016, 2016-2017  
Executive Committee: Institute of Communications Research, 2013-2014  
Elections Chair, 2006-2011  
Five-Year Review Committee, Dean, College of Media, 2016  
Curriculum Committee (Chair), 2016-2017

### **Department of Advertising:**

Director of Graduate Students, Department of Advertising, 2010-2012  
Acting Department Head, Department of Advertising, 2011-2013  
Executive Committee: 2013-2014, 2015-2016, 2016-2017  
M.S. Graduate Admissions Committee, 2006-2013  
Sponsor of Visiting Scholar: Martin Waiguny, 2009; Kanae Suzuki, 2017

### Search Committees in Department of Advertising:

Assistant Professor, 2008-2009, 2009-2010, 2010-2011, 2012-2013  
Professor of Advertising (Chair of Committee), 2012-2013  
Associate/Full Professor of Computational Advertising (joint position with Computer Science), 2013-2014  
Department Head of Advertising, 2013-2014

Assistant/Associate Professor of Advertising, 2015

### **Advertising Field**

Publications Committee, American Academy of Advertising (2010-2013)  
Research Committee, American Academy of Advertising (2014-2016)  
Editorial Board Member, *Journal of Advertising* (2009-present)  
Editorial Board Member, *Journal of Interactive Advertising* (2012-2015)  
Special Issue Editor for *Journal of Advertising* (Children and Advertising, 2018)  
Associate Editor, *International Journal of Advertising* (2010-present)  
Vice President, American Academy of Advertising (2015)  
President-Elect, American Academy of Advertising (2016)  
President, American Academy of Advertising (2017)

### **Ad Hoc Reviewer for:**

*Consumption, Markets & Culture, European Journal of Marketing, European Journal of Social Psychology, Journal of Communication, Journal of Consumer Behaviour, Journal of Consumer Psychology, Journal of Current Issues and Research in Advertising, Journal of Interactive Marketing, Journal of Media Literacy Education, Media Psychology, Nutrition Reviews, Sex Roles*

### **GRANTS (received)**

- 2016-2018, Ferguson, Gail (PI), Investigators: Julie Meeks, Michelle Nelson, Barbara Fiese, Brenda Koester, "Promoting Healthy Eating Habits in Jamaican Schools through Food-Focused U.S. Media Literacy," National Institutes of Health (NIH), Fogarty International Center, R21, \$250,000.

Ferguson, Gail, Michelle R. Nelson, Julie Meeks (Co-Primary Investigators), "JUS Media? Programme: Food-Focused Media Literacy for Jamaican Families," Christopher Family Foundation Food and Family Program, Family Resiliency Center, UIUC, \$49, 994.

Nelson, Michelle R., Travel Scholars Award, UIUC, 2015, \$1,050; UIUC \$1,300, 2017

Nelson, Michelle R. and Dale Kehr, "Integrating Nutrition Information and Media Literacy Into the Common Core Curriculum" – Public Engagement Grant, University of Illinois, \$6,000, 2014-2015

Nelson, Michelle R. and John Wirtz, "Family Dinner Campaign Evaluation: Kids Eat it Up," Christopher Family Foundation Food and Family program, Family Resiliency Center, UIUC, \$21,000, 2013-2014.

Nelson, Michelle R., Travel Scholars Award, UIUC, 2012, \$850

Duff, Brittany (PI), Kiel Christianson, Michelle Nelson and Diana Grigsby (Co-PIs), UIUC Campus Research Board, "Front of Pack Processing: How Visual Information Cues Influence Perceptions," \$6,569; 2012-2013.

Sandvig, Christian (PI), Brant Houston, Jan Slater, Michelle Nelson, Lisa Nakamura and Brittany Duff (Co-PIs), Digital Media First iCubed Initiative, "Digital Media First: College of Media Curriculum Planning," \$49,000; 2011-2012.

Grigsby-Toussaint, Diana (PI), Barbara Fiese, Brittany Duff and Michelle Nelson (Co-PIs), Illinois Transdisciplinary Obesity Prevention Program (I-TOPP), "Do as Eye Say? Using Eyetracking Technology in Evaluating Implicit Attitudes towards Branded Food Products Targeted to Children and Families," \$5,000; 2011-2012.

Waiguny, Martin (PI), Michelle Nelson and Brittany Duff (Co-PIs), Auckland Technical University Research Project Grant, "Analytic and Holistic Processing of Advergimes," \$5,200; 2012.

Nelson, Michelle R. (PI) with Co-Investigators Lucy Atkinson and Mark Rademacher, "Timmy has new Skechers; he says they help him run fast (Liam, age 4): Developing an audience-focused model of consumer socialization processes among preschoolers that accounts for indirect, contextual and contingent effects of mass media," Mass Communication & Society Research Award (AEJMC), \$4,500, August 2010.

Nelson, Michelle R. and Anna Stenport (co-PIs), Nordic Studies Abroad, Public Diplomacy and Outreach Activities, \$2,500, 2010.

Nelson, Michelle R., Travel Scholars Award, UIUC, 2008.

Nelson, Michelle R., CIBER Grant for "The Politics of Consumption/The Consumption of Politics: Perspectives on the Intersection of Consumer and Civic Culture Conference," UW-Madison, \$2,000, December 2005.

Nelson, Michelle, R. "Wisconsin Idea Undergraduate Fellowship" for A Strategic Communication Campaign to Raise Awareness of Wheels for Winners, UW-Madison, \$1,000, Summer 2005.

Nelson, Michelle R. American Academy of Advertising, "How do Culture and Rule of Law Influence Advertising Content?" Granted \$3,000, March 2004.

Nelson, Michelle R., UW-Madison Graduate School, "America the Brand: UK Newspaper Portrayals and Britons' Perceptions of the U.S. and U.S. Brands" Awarded \$8,505, 2003.

Nelson, Michelle R., Maier development fund, Journalism & Mass Communication, UW-Madison, \$10,000/year, 2002-2005.

Nelson, Michelle R., CIBER Grant for "Strategic Communications in the Global Economy," UW-Madison, \$750, 2002.

Nelson, Michelle R., "Wisconsin Idea Undergraduate Fellowship" for A Strategic Communication Campaign to Raise Funds for Transitional Housing Inc., UW-Madison, \$1,000, Summer 2001.

Nelson, Michelle R., Davis Foundation Curriculum Grant – Creativity/New Media, Emerson College, course release, 1997.

Nelson, Michelle R., Dissertation Travel Grant (\$1,000) and \$500 Special Project Grant Awards in University-wide competition for the Graduate College at the University of Illinois at Urbana-Champaign, 1996.

## **GRANT APPLICATIONS**

Ferguson, Gail (PI), Michelle Nelson (PI), and Julie Meeks (Investigator), “*JUS Media? Programme: Food-Focused Media Literacy for Jamaican Families*,” 2016 Family Resiliency Center Faculty Seed Grant program, \$49,994, March 2016 (funded).

Ferguson, Gail (PI), Investigators: Julie Meeks, Michelle Nelson, Barbara Fiese, Brenda Koester, “Promoting Healthy Eating Habits in Jamaican Schools through Food-Focused U.S. Media Literacy,” National Institutes of Health (NIH), R21, March 2016 (funded).

Nelson, Michelle R. (PI) and Dale Kehr, “Integrating Nutrition Information and Media Literacy Into the Common Core Curriculum” Public Engagement Grant, UIUC, Requested: \$19,000, 2015, (partially funded).

Nelson, Michelle R. (PI) and Dale Kehr, “Integrating Nutrition Information and Media Literacy Into the Common Core Curriculum” University of Illinois Extension and Outreach Initiative, Requested: \$197,621.85, March 2014 (not funded).

Nelson, Michelle R., Stephanie Craft, CL Cole, Carole Tilley, Molly Delaney, Stephanie Brown and Susmita Das, “Digital Media Literacy: Addressing Challenges to Scholarship, Education, and Training,” Focal Point, Graduate College, University of Illinois, Requested: \$15,000 (not funded).

Wiley, Angela (PI), Michelle Nelson, Brittany Duff, Michael Haberman, and Tracy Flood (Co-PIs), “Development and Evaluation of a Tablet Computer Application to Promote Consumption of Fruits and Vegetables Among Preschoolers and their Families,” National Institutes of Health (NIH), Requested: \$439,184, February 2012, revised January 2013 (not funded).

Grigsby-Toussaint, Diana, John Wirtz, Barbara Fiese, Kiel Christianson, and Michelle Nelson, “Examining Implicit and Explicit Attitudes towards Branded Food Products Targeted to Children and Families in Food Stores among Low Income and Racial/ethnic Minority Groups,” Robert Wood Johnson Foundation, Healthy Eating Research Program, April 2013 for 2013-2014, Requested: \$170,000 (not funded).

Donovan SM, Co-I, Bucher D and Fiese BH (everyone is listed a faculty member: Michelle R. Nelson), “Transdisciplinary Training in Childhood Obesity,” Ruth L. Kirschstein National Research Service Award (NRSA), Institutional Research Training Grants (Parent T32) National Institutes of Health, Submitted to the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), Dates: 4/1/14 - 3/31/19, Amount: \$2,219,976 (pending)

Fiese, Barbara (PI) – Michelle R. Nelson (faculty), “Transdisciplinary Obesity Prevention Program – Undergraduate (TOPP-U), USDA NIFA Higher Ed Challenge Grant, 2013-2016, \$746,928 Total Request (pending)

Nelson, Michelle R., Brittany Duff, and Katie Abrams (Co-PIs), “Front-of-Package Processing: How Visual Cues Influence Product Perceptions and Attention Among Children and Their Care



Givers”: Nelson, Duff and Abrams – submitted to the 2012 Christopher Family Food & Family Grant program, Requested: \$47,359. (not funded)

Grigsby-Toussaint, Diana (PI), Barbara Fiese, Brittany Duff, and Michelle Nelson, “Eye-scapades: Using Eyetracking Technology to Examine Visual Attentiveness to Food Marketing Among Parents of Pre-school Aged Children,” Campus Research Board Grant (UIUC). Requested \$16,250, Fall 2011 (not funded).

Nelson, Michelle, Brittany Duff, Katie Abrams, Barbara Fiese, and Laurie Hogan, “Eyes on the Prize: Teaching Kids Healthy Eating through Conditioning and Attention”, Family Resiliency Center Christopher Family Foundation Food and Family Grant Co-PIs: Michelle Nelson and Brittany Duff. Investigators: Katie Abrams, Barbara Fiese and Laurie Hogan. Requested: \$28,500, May 2011 (not funded)

## HONORS

“Best Reviewer Award” – *Journal of Interactive Advertising*, 2014.

2017, Runner Up: Best paper in the Journal of Advertising for 2016: Michelle Nelson (University of Illinois), “Developing Persuasion Knowledge by Teaching Advertising Literacy in Primary School,” 45(2), 169-182.

“List of Teachers Ranked as Excellent by Their Students”: University of Illinois

Instructor (Ph.D. student): Fall 1994: B&TW271

Instructor (Ph.D. student): Spring 1995: B&TW271

Instructor: (Ph.D. student) Fall 1995: B&TW271

Fall 2007: ADV400

Spring 2008: ADV483

Fall 2008: ADV483

Spring 2009: ADV587

Fall 2009: ADV199, ADV400, ADV483

Fall 2010: ADV476, ADV483

Spring 2011: ADV399, ADV585\* (instructor ratings were outstanding, top 10%)

Fall 2011: ADV582

Spring 2012: ADV588

Fall 2012: ADV582

Fall 2013: ADV582\* (instructor ratings were outstanding, top 10%)

Fall 2014: ADV582, ADV476

Fall 2015: ADV582

Fall 2016: ADV582\*, ADV482\*, ADV598\* (instructor ratings were outstanding, top 10%)

Spring 2017: ADV283