

**Kevin Wise**

Professor

Charles H. Sandage Department of Advertising  
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**Professional Appointments**

**University of Illinois College of Media**

**Urbana, IL**

Professor (2019-present), Charles H. Sandage Department of Advertising  
Associate Professor (2013-2019)  
Director of Graduate Studies (2014-2016)  
Interim Head (2013-2014)  
Institute of Communications Research (ICR; College of Media Doctoral Program)  
Director of Graduate Studies (2016-2020)  
Affiliate Faculty, Beckman Institute for Advanced Science and Technology

**University of Missouri School of Journalism**

**Columbia, MO**

Associate Professor (2010-2013), Strategic Communication  
Assistant Professor (2004-2010)  
Co-Director, PRIME (Psychological Research on Information and Media Effects) Lab  
Faculty Fellow, Center for the Digital Globe (CDiG)

**Education**

**Stanford University**

**Stanford, CA**

Ph.D. (2004). Communication.

**Indiana University**

**Bloomington, IN**

M.A. (2001). Telecommunications.  
B.G.S. (1997). General Studies.

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**Scholarship**

**Published Journal Articles and Book Chapters (36)**

(\* Indicates co-author was a student at time of initial research)

\*Hu, X., & **Wise, K.** (in press). How playable ads influence consumer attitude: Exploring the mediation effects of perceived control and freedom threat. *Journal of Research in Interactive Marketing*.

**Wise, K.** (2020). Measuring memory. In Ven den Bulck, J. (Ed.), *The International Encyclopedia of Media Psychology*. John Wiley & Sons, Inc.

\*Hu, X., & **Wise, K.** (2020). Perceived control or haptic sensation? Exploring the effect of image interactivity on consumer responses to online product displays. *Journal of Interactive Advertising*, 20(1), 60-75.

Hong, S., Jahng, R., Lee, N., & **Wise, K.** (2020). Do you filter who you are? Manipulative self-presentation, social cues, and user evaluations of Instagram selfies. *Computers in Human Behavior*, 104, 106159.

**Wise, K.**, \*Hong, S., \*Lee, H., & \*Young, R. (2019). Should I stay or should I go? Motivational activation predicts online content changes. *Journal of Media Psychology*, 31(3), 157-163.

**Wise, K.** (2017). Electrocardiography (ECG). In Matthes, J. (Ed.), *The International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley-Blackwell.

Peterson, M., **Wise, K.**, \*Ren, Y., \*Wang, Z., & \*Yao, J. (2017). Memorable metaphor: How different elements of visual rhetoric affect resource allocation and memory for advertisements. *Journal of Current Issues & Research in Advertising*, 38(1), 65-74.

\*Wang, Z., & **Wise, K.** (2016). Emotional arousal shifts serial position effect on ad recognition. *Media Psychology*, 19(4), 479-504.

\*Alhabash, S., & **Wise, K.** (2015). Playing their game: Changing stereotypes of Palestinians and Israelis through videogame play. *New Media & Society*, 17(8), 1358-1376.

\*Subramanian, R., **Wise, K.**, \*Davis, D., \*Bhandari, M., & \*Morris, E. (2014). The relative contributions of implicit and explicit self-esteem to narcissistic use of Facebook. *Computers In Human Behavior*, 39, 306-311.

\*Lee, J., \*Park, H., & **Wise, K.** (2014). Brand interactivity and its effects on the outcomes of advergame play. *New Media & Society*, 16(8), 1268-1286.

Kim, D.Y., \*Kim, S.B., & **Wise, K.** (2014). The effect of searching and surfing on recognition of destination images on Facebook pages. *Computers In Human Behavior*, 30, 813-823.

Yoon, S.Y., & **Wise, K.** (2014). Reading emotion of color environments: Computer simulations with self-reports and physiological signals. In Watada, A. et al. (Eds.), *Industrial Applications of Affective Engineering* (pp. 219-232). Switzerland: Springer International Publishing.

**Wise, K.**, \*Alhabash, S., & \*Eckler, P. (2013). "Window" shopping online: Cognitive processing of general and specific product windows. *Journal of Interactive Advertising*, 13(2), 88-96.

**Wise, K.**, & \*Alhabash, S. (2013). Advergames. In Pardun, C. (Ed.), *Advertising and Society: Controversies and Consequences* (pp. 218-228). Hoboken, NJ: Wiley-Blackwell.

\*Alhabash, S., \*Park, H., \*Kononova, A., Chiang, Y., & **Wise, K.** (2012). Exploring the motivations of online social network use in Taiwan. *CyberPsychology, Behavior, & Social Networking*, 15(6), 304-311.

\*Hong, S., \*Tandoc, E., \*Kim, E., \*Kim, B., & **Wise, K.** (2012). The real you? The role of visual cues and comment congruence in perceptions of social attractiveness from Facebook profiles. *CyberPsychology, Behavior, and Social Networking*, 15(7), 339-344.

\*Alhabash, S., & **Wise, K.** (2012). Peacemaker: Changing students' attitudes toward Palestinians and Israelis through videogame play. *International Journal of Communication*, 6, 356-380.

Bolls, P.D., **Wise, K.**, & Bradley, S. (2012). Embodied motivational cognition: A theoretical framework for studying dynamic mental processes underlying advertising exposure. In Rodgers, S. and Thorson, E. (Eds.), *Advertising Theory* (pp 105-119). New York: Routledge

\*Norris, R., \*Bailey, R., Bolls, P.D., & **Wise, K.** (2012). Effects of emotional tone and visual complexity on processing health information in prescription drug advertising. *Health Communication*, 27, 42-48.

Leshner, G., Bolls, P.D., & **Wise, K.** (2011). Motivated processing of fear appeal and disgust images in televised anti-tobacco ads. *Journal of Media Psychology*. 23(2), 77-89.

**Wise, K.**, \*Alhabash, S., & \*Park, H. (2010). Emotional responses during social information seeking on Facebook. *CyberPsychology & Behavior*, 13(5), 555-562

\*Sternadori, M. & **Wise, K.** (2010). Do men and women read news differently? Effects of story structure on cognitive processing of text. *Journal of Media Psychology*, 22(1), 14-25.

**Wise, K.**, Bolls, P.D., \*Meyers, J.G., & \*Sternadori, M. (2009). How writing style and video intensity affect cognitive processing of online news. *Journal of Broadcasting & Electronic Media*, 53(4), 532-546.

\*Bailey, R., **Wise, K.**, & Bolls, P.D. (2009). How avatar customizability affects children's arousal and subjective presence during junkfood-sponsored online videogames. *CyberPsychology & Behavior*, 12(3), 277-283.

**Wise, K.**, \*Eckler, P., \*Kononova, A., & \*Littau, J. (2009). Exploring the "wire" in the hardwired for news hypothesis: How threat proximity affects the cognitive and emotional processing of health-related print news. *Communication Studies*, 60(3), 268-287.

**Wise, K.**, \*Kim, H.J., & \*Kim, J. (2009). The effect of searching versus surfing on cognitive and emotional responses to online news. *Journal of Media Psychology*, 21(2), 49-59.

**Wise, K.**, Bolls, P.D., \*Kim, H.J., \*Venkataraman, A., & \*Meyer, R. (2008). Enjoyment of advergames results in more positive brand attitudes when the game and the brand are thematically related. *Journal of Interactive Advertising*, 9(1).

**Wise, K.**, & \*Kim, H.J. (2008). Searching versus surfing: How different ways of acquiring content online affect cognitive processing. *CyberPsychology & Behavior*, 11(3), 360-362.

**Wise, K.**, Lee, S., Lang, A., Fox, J.R., & Grabe, M.E. (2008). Responding to change on TV: How viewer-controlled changes in content differ from programmed changes in content. *Journal of Broadcasting & Electronic Media*, 52(2), 182-199.

**Wise, K.**, Bolls, P.D., & \*Schaefer, S. (2008). Choosing and reading online news: How available choice affects cognitive processing. *Journal of Broadcasting & Electronic Media*, 52(1), 69-85.

**Wise, K., & \*Pepple, K.** (2008). The effect of available choice on the cognitive processing of pictures. *Computers In Human Behavior*, 24, 388-402.

**Wise, K., & Reeves, B.** (2007). The effects of user control on the cognitive and emotional processing of pictures. *Media Psychology*, 9(3), 549-566.

**Wise, K., \*Thorson, K., & \*Hamman, B.** (2006). Moderation, response rate, and message interactivity: Features of online communities and their effects on intent to participate. *Journal of Computer-Mediated Communication*, 12(1), 24-41.

Lang, A., **Wise, K.**, Lee, S., & Cai, X. (2003). The effects of sexual appeals on physiological, cognitive, emotional, and attitudinal responses for product and alcohol billboard advertising. In T. Reichert & J. Lambiase (Eds.), *Sex in advertising: Perspectives on the erotic appeal* (pp 107-132). Mahwah, NJ: Erlbaum.

Lang, A., Borse, J., **Wise, K.**, & David, P. (2002). Captured by the World Wide Web: Orienting to structural and content features of computer-presented information. *Communication Research*, 29(3), 215-245.

### **Manuscripts Under Review (1)**

Kim, E., **Wise, K.**, Erdelez, S., & Chiang, Y.S. Development of a scale to measure propensity for information encountering. Under revise and resubmit at *Journal of Information Science*.

### **Refereed Conference Papers (78)**

**Wise, K., & Peterson, M.** (2020, May). Easy on the eye: An eye-tracking analysis of attention to and comprehension of visual metaphor structures in advertising. Paper to be presented at the 70<sup>th</sup> Annual Conference of the International Communication Association. Gold Coast, Australia.

Hu, X., & **Wise, K.** (2019, May). The effect of playable ads on perceived control and psychological reactance. Paper presented at the 69<sup>th</sup> Annual Conference of the International Communication Association. Washington, D.C.

Pham, G.V., **Wise, K.**, Hu, X., Xiong, S., Ren, Y., Pan, A., & Ahn, R. (2019, May). Decoding the encoding level: The association between orienting responses and secondary task reaction times. Paper presented at the 69<sup>th</sup> Annual Conference of the International Communication Association. Washington, D.C.

Wang, L., & **Wise, K.** (2019, May). How different rhetorical figures in advertising copy affect mental imagery. Paper presented at the 69<sup>th</sup> Annual Conference of the International Communication Association. Washington, D.C.

**Wise, K.**, Duff, B.R.L., Pham, G.V., Ren, Y., Segijn, C.M., & Xiong, S. (2019, May). Cognitive underload, media multitasking, and resource allocation. Paper presented at the 69<sup>th</sup> Annual Conference of the International Communication Association. Washington, D.C.

Hong, S., Jahng, R., Lee, N., & **Wise, K.** (2018, May). Do you filter who you are? Manipulative self-presentation, social cues, and user evaluations of Instagram selfies. Paper presented at the 68<sup>th</sup> Annual Conference of the International Communication Association. Prague, Czech Republic.

\*Hu, X., & **Wise, K.** (2018, May). The effect of touch and image interactivity on consumers' perceived control. Paper presented at the 68<sup>th</sup> Annual Conference of the International Communication Association. Prague, Czech Republic.

**Wise, K.**, Duff, B., \*Ren, Y., Segijn, C., & \*Xiong, S. (2018, May). *Cognitive underload and media multitasking*. Paper presented at the 68<sup>th</sup> Annual Conference of the International Communication Association. Prague, Czech Republic.

**Wise, K.**, & Wang, L. (2018, May). *That's so meta: How metaphor and metonym differentially elicit mental imagery, memory, and emotion*. Paper presented at the 68<sup>th</sup> Annual Conference of the International Communication Association. Prague, Czech Republic.

\*Ren, Y., & **Wise, K.** (2018, March). *Exploring the distractor devaluation effect for both external (advertisement) and internal (mind wandering) distractors, and other related tasks*. Paper presented at the annual conference of the American Academy of Advertising. New York, NY.

**Wise, K.**, Peterson, M., \*Wang, Z., & \*Yao, J. (2017, May). *How different visual metaphors influence resource allocation and memory for advertisements*. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association. San Diego, CA.

\*Xiong, S., & **Wise, K.**, (2017, May). *Busy pedestrians: How media message complexity and presentation influence street-crossing performance*. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association. San Diego, CA.

\*Yao, J., & **Wise, K.**, (2017, May). *Individual differences in mobile apps usage*. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association. San Diego, CA.

**Wise, K.**, (2016, July). *Movement influences cognitive and emotional responses to stimuli viewed on mobile phones*. Paper presented at the 7<sup>th</sup> International Conference on Applied Human Factors and Ergonomics. Orlando, FL.

\*Wang, Z., & **Wise, K.**, (2016, June). *Arousal as a double edge sword in moderating ad placement effect*. Paper presented at the 66<sup>th</sup> Annual Conference of the International Communication Association. Fukuoka, Japan.

\*Xiong, S., & **Wise, K.**, (2016, June). *Busy pedestrians: How media content complexity and sensory modalities influence street-crossing performance in virtual environment*. Paper presented at the 66<sup>th</sup> Annual Conference of the International Communication Association. Fukuoka, Japan.

\*Cui, S., Vargas, P., & **Wise, K.**, (2016, June). *Assimilation and contrast in advertising: How product categories and order of presentation affect people's attitude towards print ads*. Paper presented at the 66<sup>th</sup> Annual Conference of the International Communication Association. Fukuoka, Japan.

\*Ren, Y., & **Wise, K.** (2016, March). *How walking forward influences people's emotional response to and memory for stimuli viewed on a mobile phone.* Paper presented at the annual conference of the American Academy of Advertising. Seattle, WA.

\*Wang, Z., & **Wise, K.** (2016, March). *Distinct influences of emotional arousal and content relevance of online videos on recognition of verbal information and visual imageries of ad commercials.* Paper presented at the annual conference of the American Academy of Advertising. Seattle, WA.

**Wise, K.**, \*Ren, Y., \*Wang, Z., & \*Zheng, A. (2015, May). *Mobility influences emotional responses to stimuli viewed on mobile phones.* Preconference presentation at the 62<sup>nd</sup> Annual Conference of the International Communication Association. San Juan, PR.

**Wise, K.** (2013, June). *Exploring physical mobility in interactive media use from an embodied cognition perspective.* Preconference presentation at the 63<sup>rd</sup> Annual Conference of the International Communication Association. London, UK.

\*Kim, E., **Wise, K.**, \*Moon, S., & \*Yao, C. (2013, June). *Opportunistic discovery of information: Scale validation.* Paper presented at the 63<sup>rd</sup> Annual Conference of the International Communication Association. London, UK.

\*Subramanian, R., **Wise, K.**, \*Davis, D., \*Bhandari, M., & \*Morris, E. (2013, June). *The relative contributions of implicit and explicit self-esteem to narcissistic use of Facebook.* Paper presented at the 63<sup>rd</sup> Annual Conference of the International Communication Association. London, UK.

**Wise, K.**, \*Young, R., & \*Ryan, M. (2013, June). *Hold the phone: mobile phone haptics and activation of socially relevant concepts.* Paper presented at the 63<sup>rd</sup> Annual Conference of the International Communication Association. London, UK.

\*Alhabash, S. & **Wise, K.** (2012, May). *Playing their game: Changing American students' evaluation of Palestinians and Israelis through video game play.* Paper presented at the 62<sup>nd</sup> Annual Conference of the International Communication Association. Phoenix, AZ.

**Wise, K.**, Erdelez, S., & Chiang, Y. (2012, May). *Development of a scale to measure individual differences in opportunistic discovery of information.* Paper presented at the 62<sup>nd</sup> Annual Conference of the International Communication Association. Phoenix, AZ.

\*Alhabash, S. & **Wise, K.** (2012, March). *When we don't stereotype: Effects of stereotype reduction on processing and effects of advertising.* Paper presented at the annual conference of the American Academy of Advertising, Myrtle Beach, SC.

\*Alhabash, S., \*Park, H., Kononova, A., Chiang, Y., & **Wise, K.** (2011, August). *Exploring the motivations of online social network use in Taiwan.* Paper presented to the Communication Technology Division of the 95th Annual Conference of the Association for Education in Journalism and Mass Communication. St. Louis, MO.

\*Hong, S., \*Tandoc, E., \*Kim, E., \*Kim, B., & **Wise, K.** (2011, August). *The real you? Visual cues and comment congruence on Facebook.* Paper presented to the Communication

Technology Division of the 95th Annual Conference of the Association for Education in Journalism and Mass Communication. St. Louis, MO.

**Wise, K.** (2011, May). *Communication at the center of our physiological responses*. Panel presented to the 61<sup>st</sup> Annual Conference of the International Communication Association. Boston, MA.

\*Alhabash, S., \*Jahng, M., & **Wise, K.** (2010, October). *Effects of stereotype-reduction on cognitive and emotional processing of advertising*. Poster presented at the 48<sup>h</sup> Annual Meeting of the Society for Psychophysiological Research. Portland, OR. **SPR Poster Award.**

**Wise, K.**, Balakrishnan, B., Yoon, S.Y., & \*Alhabash, S. (2010, October). *Testing color theory: How different color combinations affect physiological and self-report measures of emotion*. Poster presented at the 48<sup>h</sup> Annual Meeting of the Society for Psychophysiological Research. Portland, OR.

\*Lee, J., \*Park, H., & **Wise, K.** (2010, August). *Brand interactivity and its effects on the outcomes of advergame play*. Paper presented to the Advertising Division of the 94th Annual Conference of the Association for Education in Journalism and Mass Communication. Denver, CO.

\*Lee, J., \*Lee, H., & **Wise, K.** (2010, August) *Virtual experience in navigation: 2D versus 3D from the perspective of telepresence and flow*. Paper presented to the Communication Technology Division of the 94th Annual Conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

\*Alhabash, S. & **Wise, K.** (2010, August) *PeaceMaker: Changing students' attitudes toward Palestinians and Israelis through video game play*. Paper presented to the Communication Technology Division of the 94th Annual Conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

\*Kononova, A., & **Wise, K.** (2010, August) *The new news: Orienting to structural features and information introduced in online news*. Paper presented to the Communication Technology Division of the 94th Annual Conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Yoon, S.Y., Balakrishnan, B., & **Wise, K.** (2010, June). *Evaluating emotional effects of color environments: The case for computer simulations and psychophysiological measures*. Paper presented at the 41st Annual Meeting of the Environmental Design Research Association. Washington, DC.

\*Alhabash, S., \*Eckler, P., & **Wise, K.** (2010, March). *"Window" shopping online: Cognitive and emotional processing of general and specific product windows*. Paper presented at the annual conference of the American Academy of Advertising, Minneapolis, MN.

\*Alhabash, S., \*Park, H., & **Wise, K.** (2009, August). *Emotional responses during Facebook use: Two conceptual frameworks*, Paper presented to the Communication Technology Division, Association for Education in Journalism and Mass Communication. Boston, MA. **2<sup>nd</sup> Place Faculty Paper.**

\*Alhabash, S., \*Littau, J., **Wise, K.**, \*Eckler, P., &\*Kononova, A. (2009, May). *The "Face" of Facebook: Emotional responses during social networking*. Paper presented to the Communication and Technology Division, 59<sup>th</sup> Annual Conference of the International Communication Association. Chicago, IL.

\*Eckler, P., **Wise, K.**, \*Kononova, A., \*Littau, J., & \*Alhabash, S. (2009, May). *Motivational activation during online shopping*. Paper presented to the Information Systems Division, 59<sup>th</sup> Annual Conference of the International Communication Association. Chicago, IL.

\*Freeman, J., **Wise, K.**, & Bolls, P.D. (2009, May). *The role of imagery in the cognitive processing of text and audio news stories*. Paper presented to the Information Systems Division, 59<sup>th</sup> Annual Conference of the International Communication Association. Chicago, IL.

\*Peters, S., Leshner, G., Bolls, P.D., & **Wise, K.** (2009, May). *The effects of advergames on game players' processing of embedded brands*. Paper presented to the Information Systems Division, 59<sup>th</sup> Annual Conference of the International Communication Association. Chicago, IL.

\*Sternadori, M., & **Wise, K.** (2009, May). *Laboring the written news: Effects of story structure on cognitive resources, comprehension, and memory*. Paper presented to the Information Systems Division, 59<sup>th</sup> Annual Conference of the International Communication Association. Chicago, IL.

\*Sternadori, M., & **Wise, K.** (2009, May). *Do men and women read news differently? Effects of story structure on cognitive processing*. Paper presented to the Information Systems Division, 59<sup>th</sup> Annual Conference of the International Communication Association. Chicago, IL.

\*Bailey, R., **Wise, K.**, & Bolls, P.D., and Leshner, G. (2008, October). *The effect of avatar customization on children's cognitive and emotional responses to branded online games*. Poster presented at the 48<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Austin, TX.

Leshner, G., Bolls, P.D., Moore, J., \*Gardner, E., \*Peters, S., \*Kononova, A., \*Bailey, R., & **Wise, K.** (2008, October). *The impact of narrative and emotion of breast cancer survivor testimonies on message processing for African-American female viewers*. Poster presented at the 48<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Austin, TX.

**Wise, K.**, \*Alhabash, S., \*Eckler, P., \*Littau, J., \*Kononova, A., & \*Sternadori, M. (2008, October). *Motivational activation during common online activities*. Poster presented at the 48<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Austin, TX.

**Wise, K.**, \*Eckler, P., \*Kononova, A., & \*Littau, J. (2008, May). *How threat proximity affects the cognitive processing of health-related news*. Paper presented to the Information Systems Division, 58<sup>th</sup> Annual Conference of the International Communication Association. Montreal, Quebec.

**Wise, K.**, \*Myers, J., & Bolls, P. (2008, May). *When worlds collide online: How writing style and video intensity affect cognitive processing of online news*. Paper presented to the Information Systems Division, 58<sup>th</sup> Annual Conference of the International Communication Association. Montreal, Quebec.



Bolls, P.D., Leshner, G., Moore, J.J., \*Gardner, E., \*Bailey, R.L., \*Kononova, A., \*Peters, S., & **Wise, K.** (2008, May). *Stories of feeling and courage: The effect of narrative and emotional tone on processing cancer survivor stories*. Paper presented to the Information Systems Division, 58<sup>th</sup> Annual Conference of the International Communication Association. Montreal, Quebec.

Leshner, G., Bolls, P.D., Moore, J.J., \*Peters, S., \*Kononova, A., \*Bailey, R.L., \*Gardner, E., & **Wise, K.** (2008, May). *Cognitive and emotional effects of breast cancer survivor testimonies*. Paper presented to the Information Systems Division, 58<sup>th</sup> Annual Conference of the International Communication Association. Montreal, Quebec.

Potter, R.F., Bolls, P.D., Koruth, J., **Wise, K.**, \*Bailey, R.L., & Lang, A. (2008, May). *Heart rate variability analysis suggests a reinterpretation of cardiac responses during media messages*. Paper presented to the Information Systems Division, 58<sup>th</sup> Annual Conference of the International Communication Association. Montreal, Quebec.

\*Bailey, R., Bolls, P.D., **Wise, K.**, & Leshner, G. (2007, October). *The effect of individual differences in motivated processing on responses to sex appeal in TV ads*. Paper presented at the 47<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Savannah, GA.

**Wise, K.**, \*Eckler, P., \*Kononova, A., & \*Littau, J. (2007, October). *The effect of perceived susceptibility on autonomic responses to and memory for health-related news*. Paper presented at the 47<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Savannah, GA.

**Wise, K.**, \*Myers, J., & Bolls, P. (2007, October). *Reading and watching news online: Orienting to a text-video modality switch and recognition memory as a function of text structure and video intensity*. Paper presented at the 47<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Savannah, GA.

\*Hamman, B., & **Wise, K.** (2007, May). *The effect of social language and a reporter photograph on social presence in online news*. Paper presented to the Information Systems Division, 57<sup>th</sup> Annual Conference of the International Communication Association. San Francisco, CA.

\*Thorson, K., & **Wise, K.** (2007, May). *Blogging for participants: Framing the candidate blog for mobilization*. Paper presented to the Political Communication Division, 57<sup>th</sup> Annual Conference of the International Communication Association. San Francisco, CA.

**Wise, K.**, \*Kim, H., & \*Kim, J. (2007, May). *Encoding and memory differences for online news as a function of search task*. Paper presented to the Information Systems Division, 57<sup>th</sup> Annual Conference of the International Communication Association. San Francisco, CA.

**Wise, K.**, Bolls, P.D., \*Kim, H., \*Venkataraman, A., & \*Meyer, R. (2006, October). *Sponsored videogames need not be physiologically arousing or pleasant in order to be effective: A preliminary study of advergames*. Paper presented at the 46<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Vancouver, British Columbia.

**Wise, K.**, Bolls, P.D., \*Krautter, K., \*Patil, H., & \*Baish, L. (2006, October). *Turning pages online fails to elicit cardiac orienting even when a new advertisement appears on the*

page. Paper presented at the 46<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Vancouver, British Columbia.

**Wise, K.**, Bolls, P.D., & \*Schaefer, S. (2006, October). *Cognitive effort, arousal, and recognition in reading online news as a function of the number of available options*. Paper accepted for presentation at the 46<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research. Vancouver, British Columbia.

**Wise, K.**, \*Kim, H., \*Norris, R., & \*Venkataraman, A. (2006, June). *Automatic attention processes in searching versus surfing for information*. Paper presented to the Information Systems Division, 56<sup>th</sup> Annual Conference of the International Communication Association. Dresden, Germany.

**Wise, K.**, \*Thorson, K., & \*Hamman, B. (2006, June). *Features of online communities and their effects on participation and evaluation*. Paper presented to the Communication and Technology Division, 56<sup>th</sup> Annual Conference of the International Communication Association. Dresden, Germany.

\*Ju, Y., & **Wise, K.** (2005, May). *Political affect, the President's emotional expression, and the public's resource allocation*. Paper presented to the Information Systems Division, 55<sup>th</sup> Annual Conference of the International Communication Association. New York, NY.

**Wise, K.**, & \*Belcher, K. (2005, May). *The effect of complexity of choice on the cognitive processing of pictures*. Paper presented to the Information Systems Division, 55<sup>th</sup> Annual Conference of the International Communication Association. New York, NY.

**Wise, K.**, & Reeves, B. (2005, May). *The effects of user control on the cognitive and emotional processing of pictures*. Paper presented to the Information Systems Division, 55<sup>th</sup> Annual Conference of the International Communication Association. New York, NY.

**Wise, K.** (2004, May). *Psychophysiology in media effects research: From content to structure and beyond*. Paper presented to the Information Systems Division, 54<sup>th</sup> Annual Conference of the International Communication Association. New Orleans, LA.

**Wise, K.**, Iyengar, S., & Reeves, B. (2004, May). *Physiological responses to visual and vocal racial cues and their mismatch*. Paper presented to the Information Systems Division, 54<sup>th</sup> Annual Conference of the International Communication Association. New Orleans, LA.

Mutz, D., Reeves, B., & **Wise, K.** (2003, May). *Exposure to mediated political conflict: Effects of civility of interaction on public opinion*. Paper presented to the Political Communication Division, 53<sup>rd</sup> Annual Conference of the International Communication Association. San Diego, CA. **Top Four Paper Award.**

Shinozawa, K., Reeves, B., **Wise, K.**, Lim, S., & Maldonado, H. (2003, May). *Robots as new media: A cross-cultural examination of social and cognitive responses to robotic and on-screen agents*. Paper presented to the Information Systems Division, 53<sup>rd</sup> Annual Conference of the International Communication Association. San Diego, CA.

**Wise, K.**, & Lang, A. (2001, May). *Cardiac orienting to text appearing on a computer monitor*. Paper presented to the Information Systems Division, 51<sup>st</sup> Annual Conference of the International Communication Association. Washington, D.C.

Cai, X., Lang, A., **Wise, K.**, & Lee, S. (2000, August). *Sex, alcohol, and billboards: Memory, audience attitude change, and purchase intention*. Paper presented to the Association for Education in Journalism and Mass Communication. Phoenix, AZ.

**Wise, K.**, Lang, A., & Cai, X. (2000, August). *Show me your beer: How sex and alcohol affect the cognitive processing of billboards*. Paper presented to the Communication Theory & Methodology Division, Association for Education in Journalism & Mass Communication. Phoenix, AZ.

Grabe, M., Lang, A., Cai, X., **Wise, K.**, Zhao, X., Lee, S., Gregson, K., Wang, X., Shin, W., & Schwartz, N. (2000, June). *Packaging arousing and boring television news: The effects of tabloid on information processing*. Paper presented to the Information Systems Division, 50<sup>th</sup> Annual Conference of the International Communication Association. Acapulco, Mexico.

Lee, S., Lang, A., Cai, X., & **Wise, K.** (2000, June). *This Bud's for you! The interactive effects of sexual appeals and production pacing on memory for alcohol and product commercials*. Paper presented to the Mass Communications Division, 50<sup>th</sup> Annual Conference of the International Communication Association. Acapulco, Mexico.

**Wise, K.**, Lang, A., Cai, X., & Lee, S. (2000, June). *Help! I'm all shook up!!! Physiological responses to sex and speed in alcohol and beer commercials*. Paper presented to the Information Systems Division, 50<sup>th</sup> Annual Conference of the International Communication Association. Acapulco, Mexico.

**Wise, K.** (1999, July). *Wrestling, ratings, and promotion: A content analysis of cable sports promos*. Paper presented to the Inaugural Conference on Sport and Society. Northern Michigan University.

## **Grants and Contracts**

### **2020 Technology Innovation in Educational Research and Design (TIER-ED)**

Interactive Overlays in Multimedia for Science Learning: Attention and Comprehension. Principal Investigator. \$13,398. Status: Funded

### **2015 Illinois Learning Sciences Design Initiative (ILSDI)**

Understanding and Implementing Visual Metaphor in Media for Science Education. Co-PI with Matthew Peterson, Robb Lindgren, and Donna Cox). \$4,000. Status: Funded

### **2010 Mizzou Advantage**

Opportunistic Discovery of Information. (Co-PI with Sanda Erdelez, Guilherme DeSouza, Chi-Ren Shyu, and Ton Stam). \$48,000. Status: Funded.

### **2010 Reynolds Journalism Institute**

J-Units. (Co-PI with Paul Bolls and Glenn Leshner). \$12,300. Status: Funded.

### **2009 Reynolds Journalism Institute**

Cognitive and Emotional Processing of Campaign Ads. (Co-PI with Paul Bolls and Glenn Leshner). \$6,000. Status: Funded.

### **2009 Ackerman-McQueen**

- Cognitive and Emotional Processing of Empathy in Health Care Ads. (Co-PI with Paul Bolls and Glenn Leshner). \$12,000. Status: Funded
- 2008 Center for the Digital Globe**  
Travel Funding. \$954. Status: Funded
- 2007 Center for the Digital Globe**  
PRIME Lab Technology Upgrade. \$4,530. Status: Funded.
- 2006 University of Missouri Faculty Research Council**  
Faculty International Travel Grant. \$1,500. Status: Funded
- 2005 Center for the Digital Globe**  
Cognitive Processing of EmPrint Advertisements (Co-PI with Paul Bolls). \$2,740. Status: Funded.
- 2004 University of Missouri Faculty Research Council**  
The Effect of Complexity of Choice on the Cognitive and Emotional Processing of Pictures (Principal Investigator). \$988. Status: Funded.

#### Invited Extramural Lectures

China Advertising Education, Guangzhou, China (December 2016)  
 Guangdong University of Foreign Studies, Guangzhou, China (December 2016)  
 South China University of Technology, Guangzhou, China (December 2016)  
 Southern Methodist University Temerlin Advertising Institute (October 2016)  
 Michigan State University College of Communication Arts & Sciences (April 2015)  
 Katholieke Universiteit (KU) Leuven, Belgium (October 2014)  
 Virginia Commonwealth University Center for Media+Health (November 2013)  
 Cornell University College of Human Ecology (October 2013)  
 University of North Carolina School of Journalism and Mass Communication (April 2011)

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#### Teaching and Advising

##### University of Illinois

ADV483	<i>Audience Analysis</i>	F21, F20, F16
ADV594	<i>Cognitive Approaches to Media</i>	S20, S19, F15
MDIA571	<i>Doctoral Proseminar 1</i>	F19
MDIA572	<i>Doctoral Proseminar 2</i>	S18
ADV587	<i>Graduate Seminar 1</i>	F17 - (3x)
ADV281	<i>Advertising Research Methods</i>	F13 - (8x)
ADV496	<i>Undergraduate Research Project</i>	S16
ADV497/597	<i>Colloquium in Advertising</i>	F16, F15
ADV460	<i>Innovation in Advertising</i>	S14

##### University of Missouri

J8006	<i>Quantitative Research Methods</i>	S13
J9000	<i>Doctoral Proseminar I</i>	F12, F11
J4952	<i>Strategic Communication Research I</i>	F05-F12 (14x)
J8100	<i>Master's Thesis Seminar</i>	S12
J8018	<i>Strategic Communication Research 2 (Online)</i>	S12
J8000	<i>Mass Media Seminar</i>	F04-S11 (9x)
J9006	<i>Doctoral Proseminar II</i>	S08, S07

J4972            *Strategic Communication Campaigns*            S05, F06  
 J4950            *Solving Practical Problems in Journalism*            F05

**Thesis/Dissertation Committees Chaired:**

Miglana Sternadori	PhD, Completed
Associate Professor, Texas Tech University	
Saleem Alhabash	PhD, Completed
Associate Professor, Michigan State University	
Jessica Freeman	PhD, Completed
Assistant Professor, South Dakota State University	
Zongyuan Wang	PhD, In Progress
Doctoral Student, University of Illinois	
Yilin Ren	PhD, In Progress
Doctoral Student, University of Illinois	
Xiaohan Hu	PhD, In Progress
Doctoral Student, University of Illinois	
Xiaoyu Xu	PhD, In Progress
Doctoral Student, University of Illinois	
Kjerstin Thorson	MA, Completed
Associate Professor, Michigan State University	
Rachel Bailey	MA, Completed
Assistant Professor, Florida State University	
Brian Hamman	MA, Completed
Executive Director of Technology for News Products, <i>New York Times</i>	
Yilin Ren	MS, Completed
Doctoral Student, University of Illinois	
Xiaohan Hu	MS, Completed
Doctoral Student, University of Illinois	
Krysten Chambrot	MA, Completed
Senior Staff Editor, Food, <i>New York Times</i>	
Nate Birt	MA, Completed
Content Manager, Farm Journal Media	
Tracy Toft Downing	MA, Completed
Director, Innovation Technology Education Fund	

**Thesis/Dissertation Committees Currently Serving On (6):**

**Ph.D:** Shili Xiong, Jiachen Yao, Olga Shabalina, Giang Pham, Sam Wilson  
 (Communication)  
**MA/MS:** Rachael Gregory (Communication)

**Thesis/Dissertation Committees Served On (77):**

**MA/MS:** Shiyue Zhang, Xuanjun Gong, Weizi Liu, Giang Pham, Danyang Guo, Jie Shen, Bei Xiao, Eric Weimer (Communication), Shuoying Cui, Eun Kyoung Lee, Jiachen Yao, Anlan Zheng, Shili Xiong, Kimberlee Belcher, Becky Marxer, Ann Gibler, JuYu Yen, Amy Smith, Nick D'Andrade, Arun Venkataraman, Ana Adi, Jun Chang, Kara Krautter, Stephanie Miles, Rebecca Norris, Kate Renick, Sara Peters, Andrea Maruniak, Jennifer Malle, Erin Meyer, Anne Salazar, Lien Payne, Alyssa Appelman, Kirby Moore, Mark Stanley, Brian Singler, Kate Stam, Ryan Meyer, Angela Potrykus, Chance Seales, Snow Dong, Lexy Smith, Ming-Yi Chao, Chris Saunders, Kate Kerans, Melanie Buford, Tiffany Sherburn, Erika Johnson, Aaron Hustead, Dayne Logan, Ryan Kresse, Aida Amer, Tony Brown, Anthony Almond, Sarah Lust (Psychology), Gabriella Johnson (Psychology) Josh Hawthorne (Communication).

**Ph.D:** Kristy Hamilton, Roma Subramanian, Gunwoo Yoon, Eunhae Park, Renee Martin-Kratzer, Doreen Marchionni, Hans Meyer, Anastasia Kononova, Petya Eckler, Kyle Heim, Chang Dae Ham, Seoyeon Hong, JiYeon Jeong, Hyunmin Lee, Hyojung Park, Bo Kyung Kim, Rachel Young, Sarah Lust (Psychology), Chris Chen (Communication), Karen Hebert (Psychology)

**University of Illinois Visiting Ph.D. Scholars (1):**

Lan Wang

**University of Illinois Undergraduate Research Symposium Advisees (5):**

Anastasia Mourikes, Mitchell Kahl, Nicolette Highland, Natalie Ang (x2), Lauren Cowin

**University of Missouri Discovery Fellowship (Freshman Research) Advisees (8):**

Mary Ryan (12-13), Will Schmitt (11-12), Aaron Braverman (10-11), Veronica Polivanaya (09-10), Lauren Hughes (08-09), Esten Hurtle (07-08), Rachel Heaton (06-07), Samantha Schaefer (05-06)

**Service and Professional Affiliations**

**National Service**

**National Science Foundation (NSF) Site Review Panelist**

<i>Directorate of Social, Behavioral, and Economic Sciences</i>	
<i>Interdisciplinary Behavioral and Social Science</i>	2015
<i>Research Experience for Undergraduates</i>	2016, 2010-2012

**Promotion and Tenure External Reviewer**

University of Texas	2021
University of Missouri	2019
University of Central Florida	2017
University of California, Los Angeles (UCLA)	2012

**Journal Editorial Boards**

*Journal of Interactive Advertising* (Associate Editor 2009-2012), *Computers in Human Behavior*, *Media Psychology*

**Ad Hoc Manuscript/Proposal Reviewer**

*Communication Methods and Measures, Communication Monographs, Communication Research, CyberPsychology, Behavior & Social Networking, Human Communication Research, Israel Science Foundation (ISF), International Journal of Communication, Journal of Applied Communication Research, Journalism and Mass Communication Quarterly, Journal of Advertising, Journal of Broadcasting & Electronic Media, Journal of Communication, Journal of Computer-Mediated Communication, Journal of Interactive Marketing, Journal of Media Psychology, Mass Communication & Society, Mobile Media & Communication, Media and Communication, PRESENCE: Teleoperators and Virtual Environments, Social Media and Society, Telematics and Informatics, Visual Cognition, American Academy of Advertising (AAA), Association for Computing Machinery (ACM), Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association (ICA), Society for Psychophysiological Research (SPR). University of Illinois Campus Research Board*

**University of Illinois Service**

Graduate College Executive Committee 2021-present  
 Knight-Hennessy Scholarship Review 2017-present  
 Invited Panelist, NSF Funding, Office of the Vice-Chancellor for Research 2015, 2016

**College of Media Service**

College of Media Executive Committee 2019-2020  
 ICR Executive Committee 2014-2020  
 ICR Admissions Committee 2013-2020  
 Chair 2016-2020  
 College of Media Promotion and Tenure Committee 2014-2016;  
 2019-2020  
 College of Media Administrative Council 2019-2020  
 College of Media FAA-Media Synergies Task Force 2013-2014

**Department of Advertising Service**

Member, Departmental Advisor Committee 2021-present  
 Member, Advertising and Technology Search Committee 2019-2020  
 Member, Social Media Analytics Search Committee 2017-2018  
 Member, Strategic Brand Communication Director Search Committee 2015-2016  
 Chair, Public Relations Search Committee 2015-2016

**University of Missouri Service**

Office of Undergraduate Research Review Board 2013

**Missouri School of Journalism Service**

Policy Committee 2012-2013  
 Ph.D Admissions Committee 2011-2013  
 Promotion and Tenure Committee 2011-2013  
 MA Admissions Committee 2009-2011  
 Chair, Creative Media Search Committee 2010  
 Technology Committee 2008-2009  
 Strategic Communication Scholarship Committee 2007-2013  
 Discovery Fellow Mentor 2005-2013  
 Research and Development Committee 2004-2007

**Awards and Honors**

**2020** Award for Excellence in Graduate and Professional Teaching  
**2015, 2017-2020** Named to List of Teachers Ranked as Excellent (University of Illinois)  
**2007, 2008** Nominated for Provost's Outstanding Junior Faculty Research and Creative Activity Award (University of Missouri)  
**2008** Nominated for University of Missouri Excellence in Advising Award

**Professional Affiliations and Service**

**American Academy of Advertising (AAA)**  
 Research Committee (2016 - )  
**Association for Education in Journalism and Mass Communication (AEJMC)**  
**International Communication Association (ICA)**  
 Information Systems Division (Chair, 2015-2017, Vice Chair, 2013-2015)  
**Society for Psychophysiological Research (SPR)**