

Kevin Wise

Professor

Charles H. Sandage Department of Advertising
University of Illinois
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Urbana, IL 61801
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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.

Scholarship

Published Journal Articles and Book Chapters (37)

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

Kim, E., **Wise, K.**, Erdelez, S., & Chiang, Y. H. (2023). Development of a scale for measuring individual propensity for serendipitous information encounters in an online environment. *Journal of Information Science*, <https://doi.org/10.1177/01655515221141041>

*Hu, X., & **Wise, K.** (2021). How playable ads influence consumer attitude: Exploring the mediation effects of perceived control and freedom threat. *Journal of Research in Interactive Marketing*, 15(2), 295-315.

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., & *Peppe, 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.

Refereed Conference Papers (82)

*Paltaratskaya, V., & **Wise, K.** (2023, May). Time perception, cognitive load, and memory for short form video applications (SVAs). Paper to be presented at the 73rd Annual Conference of the International Communication Association. Toronto, Canada.

*Hu, X., & **Wise, K.** (2023, March). Disentangling Control and Personalization: Exploring the Effects of Ad Choice and Ad Personalization in Digital Advertising Effectiveness. Paper presented at the annual conference of the American Academy of Advertising. Denver, CO.

Wise, K., *Paltaratskaya, V., & *Mitchell, H. (2022, May). Time passages: How valence and segment duration affect the perception of time. Paper presented at the 72nd Annual Conference of the International Communication Association. Paris, France.

*Xu, X., & **Wise, K.** (2022, May). Affect mediates reduced outgroup empathy upon exposure to artificial newscasters. Paper presented at the 72nd Annual Conference of the International Communication Association. Paris, France.

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 presented at the 70th 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 69th 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 69th 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 69th 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 69th 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 68th 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 68th 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 68th 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 68th 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 67th 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 67th 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 67th 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 7th 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 66th 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 66th 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 66th 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 62nd 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 63rd 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 63rd 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 63rd 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 63rd 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 62nd 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 62nd 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 61st 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^h 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^h 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. **2nd 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, 59th 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, 59th 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, 59th 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, 59th 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, 59th 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, 59th 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^h 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^h 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^h 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, 58th 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, 58th 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, 58th 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, 58th 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, 58th 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 47th 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 47th 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 47th 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, 57th 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, 57th 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, 57th 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 advergaming*. Paper presented at the 46th 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 46th 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 46th 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, 56th 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, 56th 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, 55th 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, 55th 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, 55th 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, 54th 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, 54th 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, 53rd 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, 53rd 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, 51st 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, 50th 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, 50th 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, 50th 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

National Yang Ming Chiao Tung University, Taiwan (November, 2021)
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)

Teaching and Advising

University of Illinois

ADV483	<i>Audience Analysis</i>	F20 - ,F16 (6x)
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, F18, F19
ADV281	<i>Advertising Research Methods</i>	F13 – F18 (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	<i>Strategic Communication Campaigns</i>	S05, F06
J4950	<i>Solving Practical Problems in Journalism</i>	F05

Thesis/Dissertation Committees Chaired:

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

Thesis/Dissertation Committees Currently Serving On (5):

Ph.D: Shiyue Zhang, Shili Xiong, Chen Chen, Woojin Kim, Sam Wilson
(Communication)
MA/MS:

Thesis/Dissertation Committees Served On (81):

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: Olga Shabalina, Hye Soo Nah, Giang Pham, 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

Directorate of Social, Behavioral, and Economic Sciences
Interdisciplinary Behavioral and Social Science
Research Experience for Undergraduates

2015
2016,
2010-2012

Promotion and Tenure External Reviewer

University of Missouri, University of Texas, University of Central Florida,
University of California, Los Angeles (UCLA), University of Georgia, University of
California, Davis, Louisiana State University, Penn State University

Journal Editorial Boards

Journal of Advertising, 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

Center for Social and Behavioral Science (CSBS) Steering Committee	2022-present
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; 2022-present
ICR Admissions Committee	2013-2020
Chair	2016-2020
College of Media Promotion and Tenure Committee	2014-2016; 2019-2020 2022-present
College of Media Administrative Council	2019-2020
College of Media FAA-Media Synergies Task Force	2013-2014

Department of Advertising Service

Member, Departmental Advisory Committee	2021-2022
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
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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, 2022 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)

Graduate Student Interest Committee (2023 – present)

Research Committee (2016 - 2023)

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)