

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; 2026-2027)
Interim Head (2013-2014)
Institute of Communications Research (ICR; College of Media Doctoral Program)
Director of Graduate Studies (2016-2020)
Co-Director, MAd (Media and Advertising) Lab
Affiliate Faculty
Beckman Institute for Advanced Science and Technology
Center for Social and Behavioral Science
National Center for Supercomputing Applications

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 (46)

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

Leshner, G., Clayton, R.B., Read, G., & **Wise, K.** (in press). A neuroscience perspective on consumer responses to marketing communication. R. G. Magee (Ed.), *The DeGruyter Handbook of Marketing Communication*. DeGruyter, Inc.

*Ji, A., *Paltaratskaya, V., **Wise, K.** (2026). The persuasive cost of mental health message fatigue. *Journal of Health Communication*, 1-11.

<https://doi.org/10.1080/10810730.2026.2712999>

Wang, L., & **Wise, K.** (2026). How different rhetorical figures in Chinese advertising copy affect mental imagery, emotional responses, and memory. *Acta Psychologica*, 263, 106382. <https://doi.org/10.1016/j.actpsy.2026.106382>

*Ji, A., *Paltaratskaya, V., & **Wise, K.** (2026). The no-body problem: Consumers' perception of corporeality, human-likeness, and intentionality in virtual-influencer advertising. *International Journal of Human-Computer Interaction*, 1-20. <https://doi.org/10.1080/10447318.2026.2623229>

*Xu, X., & **Wise, K.** (2025). Human vs. artificial newscasters: Divergent effects on viewer attention and emotional processing. *International Journal of Human-Computer Interaction*, 1-20. <https://doi.org/10.1080/10447318.2025.2578395>

*Paltaratskaya, V., *Ji, A., *Mazumdar, P., & **Wise, K.** (2025). Beyond buzzwords: The development of large language models and their use in advertising and strategic communication research. *Journal of Current Issues and Research in Advertising*. 1-40. <https://doi.org/10.1080/10641734.2025.2498996>

Wise, K., *Paltaratskaya, V., & *Ji, A. (2025). Selection and choice. In Bailey, R.B. & Read, G.L. (Eds.), *De Gruyter Handbook of Media Psychology*, 15, 57.

*Shabalina, O.I., Nelson, M.R., & **Wise, K.** (2025). "Good Gestalt" of image ad design: Exploring screen-ad congruence effects on ad aesthetic appreciation and likeability in social media feeds. *Journal of Current Issues & Research in Advertising*, 1-25. <https://doi.org/10.1080/10641734.2024.2441958>

*Hu, X., & **Wise, K.** (2024). Disentangling control and personalization: Exploring the effects of ad choice and ad personalization in digital advertising effectiveness. *Journal of Interactive Advertising*, 24(3), 265–288. <https://doi.org/10.1080/15252019.2024.2375970>

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. <https://doi.org/10.1108/JRIM-12-2020-0269>

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. <https://doi.org/10.1080/15252019.2019.1707729>

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. <https://doi.org/10.1016/j.chb.2019.106159>

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. <https://doi.org/10.1037/t15844-000>

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 (3)

*Paltaratskaya, V., & **Wise, K.** Time Perception: Its Explication and Importance in Theorizing About Mass Communication.

Wise, K., *Ji, A., & *Paltaratskaya, V. Emotion in Advertising Theory: Motivational Relevance in Platformized Media. *Advertising Theory*, 3rd edition.

Wise, K., Willis, E., *Ji, A., *Paltaratskaya, V., *Chung, M. Seeing the Whole Picture: Psychological Processing of Risk and Benefit Information in Social Media Pharmaceutical Advertising.

Refereed Conference Papers (87)

*Ji, H., & **Wise, K.** (2026, November) When Love Leads to Spending: Narrative Intimacy, Parasocial Interaction, and Emotional Responses in Otome Games. Paper accepted for presentation at the 112th Annual Convention of the National Communication Association. New Orleans, LA.

*Kazybayeva, A., & **Wise, K.** (2026, August) Visual Metaphor Complexity: Structural, Semantic, and Cognitive Dimensions. Paper presented at the 109th Annual Conference of the Association for Education in Journalism and Mass Communication. New Orleans, LA.

*Sun, R., & **Wise, K.** (2026, June). Did I See this Ad Because of You or Me? Exploring the Effects of Attributional Cues and Ad-Context Congruence on Advertising Effects. Paper presented at the 24th International Conference on Research In Advertising (ICORIA), Barcelona, Spain.

*Ji, H., *Wang, J., **Wise, K.**, & Xu, X. (2026, June). Audience Perceptions of AI Newscasters: Social Presence, Trust, and Emotional Responses. Paper presented at the 76th Annual Conference of the International Communication Association, Cape Town, South Africa.

*Paltaratskaya, V., *Ji, A., & **Wise, K.** (2026, June). Algorithmic Temporality and Parasocial Connection: How Feed Chronology and Gaze Shape Influencer Perception. Paper

presented at the 76th Annual Conference of the International Communication Association, Cape Town, South Africa.

Wise, K., Willis, E., *Ji, A., *Paltaratskaya, V. (2025, November). Reimagining the Presentation of Important Safety Information (ISI) in Social Media Pharmaceutical Advertising. Paper presented at the 111th Annual Convention of the National Communication Association. Denver, CO.

*Ji, A., *Paltaratskaya, V., & **Wise, K.** (2025, June). *The Effect of Message Fatigue on Visual Attention to, and Elaboration of Mental Health Infographics*. Paper presented at the 75th Annual Conference of the International Communication Association. Denver, CO.

Wise, K., Willis, E., *Ji, A., *Paltaratskaya, V., *Chung, M., & *Xiao, W. (2024, November). *Psychological processing of important safety information (ISI) in social media pharmaceutical advertising*. Paper presented at the 110th Annual Conference of the National Communication Association. New Orleans, LA.

*Gupta, M., Kazybayeva, A., *Paltaratskaya, V., *Zhang, J., **Wise, K.**, & Peterson, M.O. (2024, August). *Visual attention, comprehension, and memory for visual metaphors in advertising*. Paper presented at the 107th Annual Conference of the Association for Education in Journalism and Mass Communication. Philadelphia, PA.

*Paltaratskaya, V., & **Wise, K.** (2023, May). Time perception, cognitive load, and memory for short form video applications (SVAs). Paper 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.**, & Bolts, 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., Bolts, 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.**, & Bolts, 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., Bolts, 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., & Bolles, 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.

Bolles, 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., Bolles, 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., Bolles, 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., Bolles, 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., & Bolles, 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., Bolles, 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

Texas Tech University College of Communication (November 2023)
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

ADV580	Introduction to Advertising Media	F26
ADV597/497	<i>Colloquium in Advertising</i>	F15-16, S25-26 (4x)
ADV590/490	<i>Introduction to Biometrics in Media Research</i>	F25
ADV483	<i>Audience Analysis</i>	F16, F20 – S25 (9x)
ADV580	<i>Advertising Theory</i>	F24 – (3x)
ADV588	<i>Graduate Seminar 2</i>	S24 – (3x)
ADV594	<i>Cognitive Approaches to Media</i>	F15, S19, S20
MDIA571	<i>Doctoral Proseminar 1</i>	F19

MDIA572	<i>Doctoral Proseminar 2</i>	S18
ADV587	<i>Graduate Seminar 1</i>	F17-F19 (3x)
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:

Seo-Young (Selene) Kim	PhD, In progress
Haochen Ji	PhD, In progress
Alice Ji	PhD, In progress
Veranika Paltaratskaya	PhD, In progress
Nengi Daminabo	MS, In progress
Ruiheng Sun	MS, Completed
Doctoral Student, University of Minnesota	
Miglena Sternadori	PhD, Completed
Professor, Texas Tech University	
Saleem Alhabash	PhD, Completed
Professor, Michigan State University	
Jessica Freeman	PhD, Completed
Associate Professor, Augusta University	
Yilin Ren	PhD, MS, Completed
Data Scientist, GrubHub	
Xiaohan Hu	PhD, MS, Completed
Associate Professor, San Diego State University	
Xiaoyu Xu	PhD, Completed
Assistant Professor, SUNY-Cortland	
Kjerstin Thorson	MA, Completed
Professor and Dean, Colorado State University	
Rachel Bailey	MA, Completed
Professor, Florida State University	
Brian Hamman	MA, Completed
Executive Director of Technology for News Products, <i>New York Times</i>	
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 (3):

Ph.D: Rachel Heo, Minrui Chen (Informatics), Ziyang Gong (Informatics)

MA/MS:

Thesis/Dissertation Committees Served On (91):

MA/MS: Feng Lin, Jiayi Wang, Manqing You, Janice Lin, Zoe Randolph, 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: Shiyue Zhang, Shili Xiong, Sam Wilson (Communication), Chen Chen, WooJin Kim, 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 (6):

Pushti Vora, 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

Michigan State University, University of Pennsylvania, 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, Boston University

Journal Editorial Boards

Journal of Advertising (Associate Editor), 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, Health Communication, 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

Undergraduate Research Symposium Judge	2018-present
Center for Social and Behavioral Science (CSBS) Steering Committee	2022-2024
Graduate College Executive Committee	2021-2023
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	2024-
	2019-2020
ICR Executive Committee	2014-2020;
	2022-2023
ICR Admissions Committee	2024-2025
	2013-2020
Chair	2016-2020
College of Media Promotion and Tenure Committee	2014-2016;
	2019-2020
	2022-2023
College of Media Administrative Council	2019-2020
College of Media FAA-Media Synergies Task Force	2013-2014

Department of Advertising Service

Chair, Sports and Advertising Search Committee	2026
Faculty Laboratory Director	2024-
Chair, Advertising Search Committee	2023
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 – 2025; Chair 2024-2025)

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)