

# LUCY ATKINSON

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School of Advertising & PR  
Moody College of Communication  
University of Texas at Austin  
Austin TX 78712

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(608) 469-4088

## EDUCATION

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- 2009 Ph.D. University of Wisconsin – Madison  
School of Journalism & Mass Communication (Advisor: Dhavan Shah)  
Minor: Marketing, School of Business (Advisor: Craig Thompson)
- 1998 M.A. New York University, New York, NY  
Major: Journalism & Mass Communication
- 1997 B.A. McGill University, Montreal, Quebec, Canada  
Double Major: Geography and Latin American-Caribbean Studies

## ACADEMIC EMPLOYMENT

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- 2016-pres Associate Professor
- 2009-2016 Assistant Professor  
School of Advertising & PR  
Moody College of Communication  
University of Texas at Austin
- Spring 2007 Course Instructor  
University of Wisconsin – Madison  
School of Journalism & Mass Communication

## ADMINISTRATIVE APPOINTMENTS

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- 2020-present Associate Director, Global Sustainability Leadership Institute, UT-Austin

## SCHOLARLY IMPACT

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Citations: 2,587  
h-index: 22  
i10-index: 34  
Google Scholar: <https://scholar.google.com/citations?user=V9VKjAsAAAAJ&hl=en>

## AFFILIATIONS (UT-AUSTIN)

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- 2023-2024 Fellow, Provost's Aspiring Leaders Academy
- 2021-present Senior Faculty Fellow, Texas Immersive Institute
- 2019-present Senior Faculty Research Associate, Center for Media Engagement
- 2017-present Provost's Teaching Fellow
- 2015-present Faculty Affiliate, RGK Center for Philanthropy and Community Service, LBJ School of Public Affairs
- 2014-present Faculty Affiliate, Center for Health Communication
- 2014-present Faculty Affiliate, Environmental Science Institute
- 2010-present Faculty Affiliate, Center for Women's and Gender Studies
- 2010-present Research Affiliate, PUSH: Public Understanding of Science and Health

## **COURSES TAUGHT – UNIVERSITY OF TEXAS AT AUSTIN**

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ADV315 History and Development of Advertising (undergraduate, elective, online)  
 ADV318 Consumer Psychology (undergraduate, elective)  
 ADV385 Advertising, Sustainability and the Conscientious Consumer (graduate, elective)  
 ADV373 Integrated Communication Campaigns (undergraduate, required, cross-listed with PR377K)  
 COM370 Media & Consumer Culture in the Lives of Children & Teens (Honors class)  
 ADV380J Quantitative & Qualitative Research (graduate, required, online)  
 ADV378 Communicating Sustainability (undergraduate, elective, cross-listed with PR378)

## **COURSES TAUGHT – UNIVERSITY OF WISCONSIN—MADISON**

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JOUR646 Mass Media and the Consumer

## **GRANT EXPERIENCE: EXTERNAL FUNDING – AWARDED**

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City of Austin (2023-2024). “Multilingual AI-Assisted Emergency Preparedness: Enhancing Resilience and Equity in Underserved Communities during Climate Change-Induced Weather Events.” \$100,000. PI: L. Atkinson with Co-PI J. Jiao (School of Architecture, UT-Austin).

National Science Foundation (2023-2028). “Community Resilience Integrated into an Earth System Science Learning Ecosystem (CRESSLE)” \$7,057,285. PI: J. Banner; Co-PIs: L. Atkinson, T. Bruno, and M. Ramirez-Andreotta.

Vaccine Confidence Fund (Facebook and Merck) (2021-2022). “Leveraging Moral Values and Social Media to Boost Vaccine Confidence and Overcome Medical Mistrust and Historical Racism among Black Populations in the U.S. and Cameroon.” \$180,000. PI: L. Atkinson with Co-PI: L. Kahlor and Co-Investigators S. Upshaw, L. Williamson, J-L. Ntang Beb.

ExxonMobil (2020-2022). “Overcoming Public Uncertainty about Carbon Capture and Storage.” PI: Atkinson. \$580,000. PI: L. Atkinson, with Co-PI: H. Olson and Co-investigators: L. Kahlor, D. Kemp and L. Lake.

Transformative Consumer Research (Association for Consumer Research) (2021-2022). “Environmental Consumption Patterns in Early Motherhood: The Evolving and Diverse Notions of the Good Green Mother Identity.” \$1,500, PI: Abi Ghannam, Co-investigator: L. Atkinson

Department of Energy. (2018-2020). Offshore Gulf of Mexico Partnership for Carbon Storage: Resources and Technology Development GOMCarb.” Co-PI: L. Atkinson. \$4,397,349 awarded to UT (\$339,180 for my research over two years).

FCT (Portuguese Foundation for Science and Technology) and UT Austin|Portugal International Collaboratory for Emerging Technologies, CoLab. (2018-2019). “Immersive virtual reality environments to evaluate audience attitudes about science communication projects: a pilot study of deep sea ecosystems.” \$190,000 from FCT and \$79,128 from UT. PI (USA): L. Atkinson; PI (Portugal): Morais

Meadows Foundation. (2017). “Dallas Votes: A Study of Millennial Voters in a Metropolitan Election Project.” \$50,000. PI: L. Atkinson

Waterhouse Family Institute for the Study of Communication and Society. (2016). “Beyond fear: Examining the influence of discrete emotions on corporate climate change communication and action.” \$10,000. PI: L. Atkinson

Arthur W. Page Center Legacy Scholars Grant. (2015). “Emotions and climate change: moving beyond fear to examine the role of hope, happiness, sadness and guilt.” \$6,000. PI: L. Atkinson

Transformative Consumer Research Advisory Committee at the Association for Consumer Research. (2013). “Good Green Mothers: First-Time Expecting Mothers’ views on Environmental Consumption and their Mothering and Activist Roles.” \$750. PI: L. Atkinson

Betty F. Elliott Initiative for Academic Excellence, Business of Sustainability, College of Business, University of Michigan-Dearborn. (2010). “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” \$15,000. PI: L. Atkinson

Mass Communication & Society Division of the Association for Education in Journalism & Mass Communication. (2010). \$5,000. “Timmy has new Skechers; he says they help him run fast (Liam, age 4):” Developing an audience-focused model of consumer socialization processes among preschoolers that accounts for indirect, contextual and contingent effects of mass media. PI: L. Atkinson

Transformative Consumer Research Advisory Committee at the Association for Consumer Research. (2010). “The missing link? Exploring the role of consumer socialization and political consumption in the political socialization of young people.” \$1,500. PI: L. Atkinson

#### **GRANT EXPERIENCE: UNIVERSITY OF TEXAS GRANTS & RESEARCH AWARDS**

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University of Texas at Austin Green Fee (2020-2021) “Seeing Green: The Role of Augmented and Virtual Reality Messages on Environmental Attitudes and Behaviors.” \$30,500. PI: L. Atkinson.

University of Texas at Austin, President’s Award for Global Learning. (2020-2021). To fund an interdisciplinary, student-led, global engagement project called “Fostering Green Entrepreneurialism: A Comparison of Water Conservation Practices and Behaviors in Jordan and Texas.” \$55,000. Co-PI: L. Atkinson.

University of Texas at Austin, President’s Award for Global Learning. (2020-2021). To fund an interdisciplinary, student-led, global engagement project called “Skin Cancer in Singapore: Using Augmented Reality to Promote Skin Cancer Prevention Efforts.” \$55,000. Co-PI: L. Atkinson.

University of Texas at Austin, Office of the Vice President for Research, Academic Enrichment Fund. (2019-2020). To fund a collaborative workshop with scholars from Portugal. \$2,500. PI: L. Atkinson.

University of Texas at Austin, President’s Award for Global Learning. (2018-2019). To fund an interdisciplinary, student-led, global engagement project called “Addressing Cambodia’s Waste Management Challenges: A Proposal for Co-Generating Entrepreneurial Solutions with Local Communities.” \$135,000. Co-PI: L. Atkinson.

University of Texas at Austin, Office of the Vice President for Research. (2017-2018). “Virtual Greenness: The Role of Eco-themed Video Games in Fostering Pro-environmental Attitudes and Behaviors.” \$750. PI: L. Atkinson.

University of Texas at Austin Green Fee (2017-2018) “When doing good means doing harm: the unintended, uncivic consequences of political consumption” \$20,461. PI: L. Atkinson.

University of Texas at Austin, Office of the Vice President for Research. (2013-2014). “When Doing Good Means Doing Harm: The Unintended, Uncivic Consequences of Political Consumption.” \$750. PI: L. Atkinson.

University of Texas at Austin, College of Communication. (2011-2012). “Sustainable citizenship: Connecting consumption, communication and civic engagement among young Americans.” \$6,000. PI: L. Atkinson.

University of Texas at Austin, Office of the Vice President for Research. (2010-2011). “Selling Solutions: Exploring the Relationship between Green Marketing Appeals and the Environmental Crisis.” \$750. PI: L. Atkinson.

University of Texas at Austin, Texas Program in Sports and Media (2010-2011). “Parental Mediation of Sports Content on Television” \$5,500. PI: Cicchirillo; Co-PI: L. Atkinson.

### **GRANT EXPERIENCE: GRADUATE STUDENT PROPOSALS UNDER MY SUPERVISION**

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Waterhouse Family Institute for the Study of Communication and Society. (2022). “Sustainable and Just? Examining Communication Practices around Sustainable Consumption and Environmental Justice among Lower-Income Consumers.” \$10,000. PI: Josh Anderson and Na Yu (graduate students), Faculty PI: Atkinson

University of Texas at Austin Green Fee (2021-2023). “To Be Green or To Be Cool? The Moderating Role of Intrinsic vs. Extrinsic Motivations on Conspicuous Consumption.” \$4,850. PI: Cinthia Jimenez Matamoros (graduate student), Faculty PI: Lucy Atkinson

University of Texas at Austin Green Fee (2021-2023). “Leveling Up Your Green Game: Changing Sustainable Behavior Through Gamification.” \$5,000. PI: Pooja Iyer (graduate student), Faculty PI: Lucy Atkinson

University of Texas at Austin Green Fee (2021-2023). “Fighting Public Misperceptions of Science: Developing Campaigns to Promote Young Generations’ Public Engagement in Climate Change.” \$5,000. PI: Won-Ki Moon (graduate student), Faculty PI: Lucy Atkinson

University of Texas at Austin Green Fee (2021-2023). “Into a Highly Mediated World: Exploring the Effects of 360-degree Videos on Enhancing Pro-environmental Engagement.” \$4,700. PI: Na Yu (graduate student), Faculty PI: Lucy Atkinson

University of Colorado at Boulder’s Natural Hazards Center (2021-2022). “The Role of 360-Degree Videos in Wildfire Preparedness: A Closer Look at Immersive Media and Risk Information Seeking Behaviors.” \$2,600. PI: Na Yu (graduate student). Faculty PI: Lucy Atkinson.

University of Texas at Austin Green Fee (2020-2021) “Can you spare a dime? Economic nudges as motivators to reduce single-use plastic bags and promote green consumer behaviors” \$4,320. PI: Bella Yang (graduate student). Faculty PI: Lucy Atkinson.

University of Texas at Austin Green Fee (2017-2018) “Spokesanimal Wanted! Developing an Optimal Communication Strategy to Reduce Food Waste on Campus” \$5,500. PI: Andrew Jeon (graduate student). Faculty PI: Lucy Atkinson.

University of Texas at Austin Green Fee (2017-2018) “The Early Bird Kills the Worm: How Advance Notice of Green Campaigns Licenses Non-green Behaviors” \$4,880. PI: Joshua Ryoo (graduate student). Faculty PI: Lucy Atkinson.

University of Texas at Austin Green Fee (2017-2018) “You’ve Got a (Green) Friend in Me: The Role of Social Norms in Fostering Recycling Among Students” \$5,140. PI: Jung Hwa Choi (graduate student). Faculty PI: Lucy Atkinson.

## PEER-REVIEWED JOURNAL PUBLICATIONS

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# indicates graduate student co-author at time of submission

1. **Atkinson, L.**, Romanak, KD and Dankel, D. “The effect of monitoring complexity on stakeholder acceptance of CO<sub>2</sub> geological storage projects in the US Gulf Coast Region.” Under review at *Frontiers in Marine Science, section Ocean Solutions*.
2. Nah, S. #, Oh, J. and **Atkinson, L.** (2023). “Interactive Health Messages Work Better for Those Who Feel Less in Control: The Role of External Health Locus of Control and Risk Perception.” *Journal of Health Communication*.
3. Kang, E.Y., Sung, Y. H., and **Atkinson, L.** (2023). “Flattery Will Get You Somewhere, Sometimes? The Effect of Flattery and Hotel Segments on a Hotel Guests’ Green Behavior.” *Journal of Consumer Behavior*.
4. Nah, S. #, Williamson, L., Kahlor, LA, **Atkinson, L.**, Upshaw, SJ., and Ntang-Beb. JL. (2023). “The Roles of Social Media Use and Medical Mistrust in Black Americans’ COVID-19 Vaccine Hesitancy: The RISP Model Perspective.” *Health Communication*.
5. Nah, S. #, Williamson, L. D., Kahlor, L. A., **Atkinson, L.**, Ntang-Beb, J. L., & Upshaw, S. J. (2023). COVID-19 Vaccine Hesitancy in Cameroon: The Role of Medical Mistrust and Social Media Use. *Journal of Health Communication*.
6. Wang, W., **Atkinson, L.**, Kahlor, L., Jamar, P. # & Lim, H.S. (2022) Avoiding Covid-19 risk information in the United States: The role of attitudes, norms, affect, social dominance orientations, and perceived trustworthiness of scientists. *Risk Analysis*.
7. Ahn, J., Kim, H.K., Kahlor, L., **Atkinson, L.**, & Noh, G-Y. (2021) The Impact of Emotion and Government Trust on Individuals’ Risk Information Seeking and Avoidance during the COVID-19 Pandemic: A Cross-country Comparison. *Journal of Health Communication*, 26(10), 728-741.
8. Hong, J., Lim, R. & **Atkinson, L.** (2021). “Doing Good” vs. “Being Good”: The Interplay between Pride Appeals and Regulatory-Focused Messages in Green Advertising. *Journal of Applied Social Psychology*, 51(11), 1089-1108.
9. Moon, W.-K., # **Atkinson, L.**, Kahlor, L. A., Yun, C. I., # & Son, H. (2021). U.S. Political Partisanship and COVID-19: Risk information Seeking and Prevention Behaviors to the Health Communication. *Health Communication*, 37(13), 1671-1681.
10. Lee, S., **Atkinson, L.** & Sung, Y. (2020). Online Bandwagon Effects: Quantitative vs. Qualitative Cues in Online Comments Sections. *New Media & Society*, 24(3), 580-599.
11. Jin, E. # & **Atkinson, L.** (in-press). “The Moderating Role of Emotion: The Combinatory Effects of Positive Emotion and News Framing Techniques on Climate Change Attitudes.” *Journalism & Mass Communication Quarterly*, 98(3): 749-768.
12. Kim, H. K., Ahn, J., **Atkinson, L.**, & Kahlor, L. A. (2020). Effects of COVID-19 Misinformation on Information Seeking, Avoidance, and Processing: A Multicountry Comparative Study. *Science Communication*, 42(5), 586-615.
13. Li, D. and **Atkinson, L.** (2020). The role of psychological ownership in consumer happiness. *Journal of Consumer Marketing*, 37(6), 629-638.

14. Li, D. and **Atkinson, L.** (2020 online first). Effect of Emotional Victim Images in Prosocial Advertising: The Moderating Role of Helping Mode. *International Journal of Nonprofit and Voluntary Sector Marketing*, 25(4), e1676.
15. Kahlor, L., Yang, J., Li, X., Wang, W.,<sup>#</sup> Olson, H.C., **Atkinson, L.** (2020). Environmental Risk (and Benefit) Information Seeking Intentions: The Case of Carbon Capture and Storage in Southeast Texas. *Environmental Communication*, 14, 4, 555-572.
16. Kang, E.Y. & **Atkinson, L.** (2019) "Effects of message objectivity and focus on green CSR communication: The strategy development for a hotel's green CSR message." *Journal of Marketing Communications*, 27(3): 229-249.
17. Lee, S.Y. <sup>#</sup> and **Atkinson, L.** (2019). "Never Easy to Say "Sorry": Exploring the Interplay of Crisis Involvement, Brand Image and Message Appeal in Developing Effective Corporate Apologies. *Public Relations Review*, 45(1): 178-188.
18. Lazard, A., Mackert, M., Bock, M., Love, B., Dudo, A., & **Atkinson, L.** (2018) "Visual Assertions: Effects of Photo Manipulation and Dual Processing for Food Advertisements." *Visual Communication Quarterly*, 25(1): 16-30.
19. Kim, S., Choi, S., & **Atkinson, L.** (2017). "Congruence effects of corporate associations and crisis issue on crisis communication strategies." *Social Behavior and Personality: An International Journal*, 45(7): 1085-1098.
20. Nelson, M., **Atkinson, L.**, Rademacher, M. and Ahn, R.<sup>#</sup> (2017) "How Media Use and Family Build Children's Persuasion Knowledge." *Journal of Current Issues & Research in Advertising*, 38(2): 165-183.
21. Roser-Renouf, C., **Atkinson, L.**, Maibach, E.W. and Leiserowitz, A. (2016). "The Consumer as Climate Activist: Objectives, Beliefs and Behaviors." *International Journal of Communication*, 10: 4759-4783.
22. Kang, E.Y.<sup>#</sup> & **Atkinson, L.** (2016) "Pro-social Outcomes of Hotel CSR's Perceived Motives." *Social Marketing Quarterly*, 22(4): 307-324.
23. AbiGhannam, N.<sup>#</sup> and **Atkinson, L.** (2016) "Good green mothers consuming their way through pregnancy: the roles of environmental identities and information seeking in coping with the transition." *Consumption Markets & Culture*, 19(5): 451-474.
24. **Atkinson, L.** (2015) "Good Corporate Citizenship: Predictors of support for corporate social justice as an element of sustainable citizenship norms in Europe." *International Journal of Communication*, 9: 3223-3244.
25. **Atkinson, L.** (2015) "Locating the "politics" in political consumption: A conceptual map of four types of political consumer identities." *International Journal of Communication*, 9: 2047-2066.
26. **Atkinson, L.** and Kim, Y.<sup>#</sup> (2015). "'I Drink It Anyway and I Know I Shouldn't': Understanding Green Consumers' Positive Evaluations of Norm-violating Non-green Products and Misleading Green Advertising." *Environmental Communication*, 9(1): 37-57.
27. **Atkinson, L.**, Nelson, M. and Rademacher, M. (2015) "A Humanistic Approach to Understanding Child Consumer Socialization in the Home." *Journal of Children and Media*, 9(1): 95-112.
28. Lazard, A.<sup>#</sup> and **Atkinson, L.** (2015) "Putting Environmental Infographics Center Stage: The Role of Visuals at the ELM's Critical Point of Persuasion." *Science Communication*, 37(1): 6-33.
29. Katz-Kimchi, M. and **Atkinson, L.** (2014) "Popular climate science and painless consumer choices: Communicating climate change in the Hot Pink Flamingos exhibit, Monterey Bay Aquarium." *Science Communication*, 36(6): 754-777.

30. Sojung, K.<sup>#</sup> and **Atkinson, L.** (2014) “Responses toward Corporate Crisis and Corporate Advertising.” *Journal of Promotion Management*, 20(5): 647-665.
31. **Atkinson, L.** (2014). “Green moms: the social construction of a green mothering identity via environmental advertising appeals.” *Consumption, Markets & Culture*, 17(6): 553-572.
32. Dudo, A., Cicchirillo, V., **Atkinson, L.**, and Marx, S.<sup>#</sup> (2014). “Portrayals of science and scientists in video games: A potential avenue for informal science learning.” *Science Communication*, 36(2): 219-247.
33. **Atkinson, L.** and Rosenthal, S.<sup>#</sup> (2014). “Signaling the green sell: the influence of eco-label source and argument specificity on consumer trust.” *Journal of Advertising*, 43(1): 33-45.  
\* Selected for inclusion in the *Journal of Advertising’s special virtual issue (2018) on advertising research and public policy*
34. **Atkinson, L.** (2013). “Smart shoppers? Using QR codes and “green” smartphone apps to mobilize sustainable consumption.” *International Journal of Consumer Studies*, 37: 387-393.
35. **Atkinson, L.** (2012). “Buying in to Social Change: How private consumption choices engender concern for the collective,” *The Annals of the American Academy of Political and Social Science*, 644(1): 191-206.
36. Wood, M.L.M., Nelson, M.R., **Atkinson, L.** and Lane, J.B. (2008). “Social Utility Theory: Guiding Labeling of VNRs as Ethical and Effective Public Relations.” *Journal of Public Relations Research*, 20/2: 231-249.
37. Friedland, L., Shah, D.V., Lee, N-J., Rademacher, M.A., **Atkinson, L.** and Hove, T. (2007) “Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the United States,” *The Annals of the American Academy of Political and Social Science*, 611: 31-50.

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#### REFEREED JOURNAL PUBLICATIONS: REVISE & RESUBMIT

1. Yun, H and Atkinson, L. “‘For Your Health’ versus ‘For the Environment’: Exploring Matching Effect and Its Potential Backfiring Effects”. Second round review at *Journal of Current Issues & Research in Advertising*
2. Moon, W.-K., Song, A. and Atkinson, L. “Virtual Voices for Real Change: The Efficacy of Virtual Humans in Pro-Environmental Social Marketing for Mitigating Misinformation about Climate Change.” Second round review at *Computers in Human Behavior: Artificial Humans*

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#### REFEREED JOURNAL PUBLICATIONS: UNDER REVIEW

1. Sussman, K. L., **Atkinson, L.**, Anderson, J., Williamson, LD, Kahlor, LA, Upshaw, SJ, & Ntang Beb, JN, “Can AI Appeal to Underserved Populations? Exploring AI-Mediated Communication Effects on Black Americans.” Under review at *Social Media + Society*

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#### INVITED ARTICLES, CHAPTERS AND SPECIAL SECTIONS

1. **Atkinson, L.** (2017). “Portrayal and Impacts of Climate Change in Advertising and Consumer Campaigns.” In M. C. Nisbet (Ed.), *The Oxford Encyclopedia of Climate Change Communication*. Oxford University Press. [peer reviewed]
2. Dudo, A., Copple, J. and **Atkinson, L.** (2017). “Entertainment Film and TV Portrayals of Climate Change and their Societal Impacts.” In M. C. Nisbet (Ed.), *The Oxford Encyclopedia of Climate Change Communication*. Oxford University Press. [peer reviewed]
3. **Atkinson, L.**, Takahashi, B., and Katz-Kimchi, M. (2016). “Special Section Introduction: Climate and Sustainability Communication Campaigns.” *International Journal of Communication*, 10: 4731-4735.

4. **Atkinson, L.** (2015). "Green Consumption." In D.T. Cook and J.M. Ryan (Eds.) *Encyclopedia of Consumption and Consumer Studies*. Wiley-Blackwell.
5. Sheehan, K. and **Atkinson, L.** (2012). "From the guest editors: Special issue on green advertising: Revisiting green advertising and the reluctant consumer." *Journal of Advertising*, 41(4): 5-7.
6. **Atkinson, L.** (2008). "Review of 'Online Journalism Ethics: Traditions and Transitions,' by Cecilia Friend & Jane Singer." *New Media & Society*, 10: 671-674.

#### EDITED BOOKS

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1. Sheehan, K. and **Atkinson, L.** Eds. (2014). *Green Advertising and the Reluctant Consumer*. Taylor & Francis: Oxfordshire, UK.

#### REFEREED BOOK CHAPTERS

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1. Copeland, L. and **Atkinson, L.** (2016) "Political and Ethical Considerations in the Evolution of Consumer Activism as a Form of Political Participation and Civic Engagement." In T Newholm, A. Chatzidakis, M. Carrington, & D. Shaw (Eds.), *Ethics and Morality in Consumption: Interdisciplinary Perspectives*. New York: Routledge.
2. **Atkinson, L.** (2015). "Buying in or tuning out: The role of consumption in politically active young adults." In H. Gil de Zuniga and S. Reese (Eds.) *New Agendas in Communication: New Technologies and Civic Engagement*. New York: Routledge.
3. McLeod, D.M., Shah, D.V., **Atkinson, L.**, Nah, S. and Hwang, H. (2014). "Designing the Studies," In Douglas M. McLeod and Dhavan V. Shah (Eds.), *News Frames and National Security: Covering "Big Brother"*, New York: Cambridge University Press.
4. **Atkinson, L.** (2013). "Clarifying, Confusing or Crooked? Interpretations of green advertising claims by ethically minded consumers." In M. Drumwright and S. Reese (Eds.) *Ethical Issues in Communication Professions: New Agendas in Communication*. New York: Routledge.

#### EDITED SPECIAL ISSUES OF JOURNALS

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1. **Atkinson, L.** and Katz-Kimchi, M., Special Issue Editors. (2016). *Climate and Sustainability Communication Campaigns*. *International Journal of Communication*, 10.
2. Sheehan, K. and **Atkinson, L.** Special Issue Editors. (2012). *Special issue on green advertising: Revisiting green advertising and the reluctant consumer*. *Journal of Advertising*, 41(4).

#### REFEREED PROCEEDINGS

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1. Ryoo, Y., Drumwright, M., & Atkinson, L. (2020). "How Social Norms Moderate Consistency and Licensing Effects in Social Media." *The Proceedings of the 2020 Annual Conference of the American Academy of Advertising*.
2. Li, D.<sup>#</sup> and **Atkinson, L.** (2016). "Happy to Help: Emotional Facial Expressions In Advertising And Consumer Philanthropy." *The Proceedings of the 2016 Annual Conference of the American Academy of Advertising*.
3. Choi, J.<sup>#</sup>, Ryoo, Y.<sup>#</sup>, Choi, T.<sup>#</sup> and **Atkinson, L.** (2016). "Leo or Carrie? The Role of Celebrity Endorsements and Political Ideology in the Context Of Green Advertising Claims." *Proceedings of the 2016 Annual Conference of the American Academy of Advertising*.
4. Kim, S.<sup>#</sup>, Choi, M. and **Atkinson, L.** (2013) "The Moderating Role of Perceived Fit between Corporate Associations and Crisis Type." *The Proceedings of the 2013 Annual Conference of the American Academy of Advertising*.



5. **Atkinson, L.** (2010). "Socially Conscious Consumption and Civic Engagement: Mobilizing Collective Concern through Private Interest," *Advances in Consumer Research*, vol. 38.
6. **Atkinson, L.** (2010). "Selling Social Change: Marketing, Consumption and Political Engagement," *The Proceedings of the 2010 Annual Conference* of the American Academy of Advertising.
7. **Atkinson, L.** (2007). "Commodifying the Self: Online Social Networking Profiles as Brand Communities," *Advances in Consumer Research*, vol. 35.

## REFEREED CONFERENCE PRESENTATIONS

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1. Acaf, Y. #, **Atkinson, L.**, & Brown-Devlin, N. (2023), "Do Fans Have to Choose between Formula 1 and Sustainability?" International Association for Communication and Sport annual convention, Barcelona, Spain.
2. Kang, E.Y., Sung, Y. H., & **Atkinson, L.** (2023). "I'm Flattered, so I'm in Your Green Initiative! The Effect of a Flattery Message on Guests' Green Behavior by Hotel Segments." American Academy of Advertising conference, Denver, CO
3. Moon, W.-K. #, Song, G. #, & **Atkinson, L.** (2023). "Is it too early? Application of Virtual Humans in Narrative Persuasions for Campaigns Mitigating Climate Change Misinformation." American Academy of Advertising conference, Denver, CO
4. Anderson, J. #, Yu, N. #, Jamar, P. #, Kazmi, S., **Atkinson, L.**, & Cannon, R. (2023). Sustainable and Just? A Qualitative Investigation of Sustainable Marketing Grounded in Environmental Justice. International Environmental Communication Association's Conference on Communication and Environment.
5. Iyer, P. #, **Atkinson, L.**, Anderson, J. #, & Acaf, Y. (2023). Advertising in Liberal Vs. Conservative Leaning Primetime Network TV Shows: A Content Analysis Utilizing Cultivation Theory. International Communication Association conference. Toronto, Canada.
6. Kim, S. & **Atkinson, L.** (2023). "What Makes Time Constraints Promotion Really Effective? The Interplay of Social Influences and Time Constraints on Online Impulse Buying" International Communication Association conference. Toronto, Canada.
7. Papendieck, A., Banner, J., Montoya, D., **Atkinson, L.**, Bixler, P., Duke, R., Smith, A., & Vincent. S. (2023). "Designing for bidirectional community-university learning: The Community Resilience integrated into an Earth System Science Learning Ecosystem (CRESSLE) project." Earth Educators' Rendezvous annual convention, Pasadena, CA.
8. Nah, S. #, **Atkinson, L.**, & Oh, J. (2022). "The Moderating Role of External Locus of Control in the Effectiveness of Interactive Health Websites." National Communication Association annual convention, New Orleans, LA.
9. Acaf, Y. #, **Atkinson, L.**, & Bright, L.F. (2022), "Celebrity Advocacy of Environmental Causes: The Impact of Credibility and Existing Beliefs on People's Attitudes and Behaviors." National Communication Association annual convention, New Orleans, LA.
10. Romanak, K., **Atkinson, L.**, Dankel, D. (2022). "The effect of monitoring complexity on stakeholder acceptance of CO<sub>2</sub> geological storage projects." International Conference on Greenhouse Gas Control Technology.
11. Sussman, K. L. #, **Atkinson, L.**, Williamson, L., Upshaw, S, Ntang-Beb, J. Kahlor, L.A. (2022). "Can AI appeal to underserved populations? Exploring AI-mediated communication in historically marginalized communities." Association for Education in Journalism and Mass Communication (AEJMC) Mid-Winter Conference, Spring 2022. **TOP ABSTRACT AWARD**

12. Ryoo, Y., Drumwright, M. and **Atkinson, L.** (2020). "How Social Norms Moderate Consistency and Licensing Effects in Social Media." American Academy of Advertising conference, March 26-29, San Diego, CA.
13. Coelho, A., Morais, C., **Atkinson, L.**, Jacinto, A., Nóbrega, R., Miranda, M., Paiva, J.C., Moreira, L., Aguiar, T., Teixeira, A., Vieira, J., Coelho, D. (2019) "I SEA – Virtual reality to evaluate audience attitudes about science communication." UT Austin | Portugal Program Annual Conference, Sept. 20, Braga, Portugal.
14. Kang, EY. & **Atkinson, L.** (2019). The Message Strategy for Green Corporate Social Responsibility Communication: Flattery Effects on a Hotel's Green CSR Message. American Academy of Advertising conference, March 28-31, Dallas, TX.
15. Kim, S. # & **Atkinson, L.** (2019). Hot Deal!: The Interplay of Time Constraints and Social Influences on Online Impulse Buying. American Academy of Advertising conference, March 28-231, Dallas, TX.
16. Hao, X. # and Atkinson, L. (2019). "When morals collide: the role of moral identity internalization and moral licensing effects in green consumption." Society for Consumer Psychology annual conference, Feb. 28-March 2, Savannah, GA.
17. **Atkinson, L.** (2018). "Beyond Fear: Examining the Role of Discrete Negative Emotions in Climate Change Risk Perception." Society for Risk Analysis's annual conference, Dec. 2-6, New Orleans, LA.
18. **Atkinson, L.** (2018). "Green sheen: Does sustainable consumption make us better people?" International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI), June 27-30, Copenhagen, DK.
19. Hong, J. #, Lim, R. # & **Atkinson, L.** (2018). "I Am a Green Consumer – 'Doing Good' Vs. 'I Am Good': The Interplay Between Pride Appeals and Regulatory-Focused Messages in Green Advertising." American Academy of Advertising conference, March 22-25, New York, NY.
20. Kim, S. # & **Atkinson, L.** (2018). "Why Are You Avoiding Me? A Cross-Cultural Comparison of Advertising Avoidance in Social Media Advertising." American Academy of Advertising conference, March 22-25, New York, NY.
21. Kang, EY.# & **Atkinson, L.** (2017). "Reasons Behind the Green Behavior at a Hotel: Social Norm Messages and the Norm Activation Model." Summer American Marketing Association Conference, Aug. 4- 6, San Francisco, CA.
22. Sung, Y. H., Lee, S. Y., & **Atkinson, L.** (2017). The impact of celebrity fit with green advertising and consumers on ad effectiveness. *The 2017 Global Advertising Scholars Seminar of Korea Advertising Society*, Seoul, South Korea.
23. Kang, EY.# & **Atkinson, L.** (2017). "Effects of Message Objectivity and Focus on Green CSR Communication: The Strategy Development for a Hotel's Green CSR Message." American Academy of Advertising, March 23-26, Boston, MA.
24. **Atkinson, L.** (2016). "The ethics of green advertising as a source of environmental information." Ethics of Society/Ethics of Communication (International Association for Media and Communication Research working group) preconference Ethics, Research and Communication: Looking Forward in Valencia, Spain.
25. Kang, EY.# & **Atkinson, L.** (2016). "Reasons Behind the Green Behavior at a Hotel: Social Norm Messages and the Norm Activation Model." Tourism Travel and Research Association annual conference in Vail, CO.

26. AbiGhannam, N.<sup>#</sup> and **Atkinson, L.** (2016). "Good Green Mothers: First-Time Mothers Explore Their Environmentalism Against Their Transition to Motherhood." Feminist Scholarship Division of the International Communication Association Convention, June 9-13, Fukuoka, Japan.
27. Li, D.<sup>#</sup> and **Atkinson, L.** (2016). "Happy to Help: Emotional Facial Expressions in Advertising and Consumer Philanthropy." American Academy of Advertising, March 17-20, Seattle, WA.
28. Choi, JH.<sup>#</sup>, Ryoo, J.<sup>#</sup>, Choi, TR.<sup>#</sup> and **Atkinson, L.** (2016). "Leo or Carrie? The role of celebrity endorsements and political ideology in the context of green advertising claims." American Academy of Advertising, March 17-20, Seattle, WA.
29. Kang, EY.<sup>#</sup> & **Atkinson, L.** (2016). "The Effect of Subjective Well-Being on Donation: What prompts altruism?" American Marketing Association, Feb. 26-28, Las Vegas NV.
30. Kang, EY.<sup>#</sup> Kang, S.Y. & **Atkinson, L.** (2016). "Employee's Green Behavior in the Workplace and Motivations: A Comparison Between the Workplace and Household Settings." American Marketing Association, Feb. 26-28, Las Vegas NV.
31. Lee, S.<sup>#</sup> and **Atkinson, L.** (2015). "Never Easy to Say 'Sorry': Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses." Public Relations Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in San Francisco, CA. **SECOND-PLACE PAPER.**
32. Kang, EY.<sup>#</sup> & **Atkinson, L.** (2015) "The Effects of Psychological Ownership Framed Messages on Hotel Guests' Perceived Barriers to Act Green." International Council on Hotel, Restaurant and Institutional Education annual conference in Orlando, FL.
33. Kang, EY.<sup>#</sup> & **Atkinson, L.** (2015) "A Hotel's Green Message Effectiveness: How do tourists evaluate a green message according to framing and tourism destinations?" Tourism Travel and Research Association annual conference in Portland, OR.
34. Hubbard, K.<sup>#</sup> and **Atkinson, L.** (2015). "Framing pro-environmental messages: Negative and positively framed messages, and singular and plural pronouns." American Academy of Advertising Global Conference in Auckland, New Zealand.
35. Katz-Kimchi, M. and **Atkinson, L.** (2015). "Social media and climate action: A case study of Greenpeace's online mobilization campaigns targeting global brands." Environmental Communication Division of the International Communication Association, May 23-26 in San Juan, PR. **TOP THREE FACULTY PAPER.**
36. Lee, S.<sup>#</sup> and **Atkinson, L.** (2015). "The Influence of User-Generated Comments on Public Opinion Formation in Online Media: The Case of Genetically Modified Foods." Communication and Technology Division of the International Communication Association, May 23-26 in San Juan, PR.
37. **Atkinson, L.** (2015) "When buying in means selling out: Sustainable consumption and unintended, uncivic boomerang effects." Climate and Sustainability Campaigns post-conference, International Communication Association, in San Juan, PR.
38. Kang, EY.<sup>#</sup> & **Atkinson, L.** (2015), "The Effect of CSR Types and Message Sources on CSR Activity on SNS," Winter American Marketing Association (AMA) conference, San Antonio, TX.
39. AbiGhannam, N.<sup>#</sup> and **Atkinson, L.** (2014). "First Time Expectant Mothers' Views on Environmental Consumption Pre- and Post-partum." Commission on the Status of Women Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in Montreal, Canada.

40. Kang, EY.<sup>#</sup> & **Atkinson, L.** (2014), "The Effect of Perceived Motives of Hotels' CSR on Consumers' Responses," Social Marketing Advances in Research and Theory (SMART) conference (Banff, Canada).
41. Lazard, A.<sup>#</sup> and **Atkinson, L.** (2014) "Visual Context, Learning Preferences, and Visual Literacy: The Role of Visuals at the ELM's Critical Point of Persuasion." Society of Consumer Psychology's Advertising and Consumer Psychology conference, May 29-31 in Ann Arbor, MI.
42. **Atkinson, L.** (2014). "Selling climate change: Developing a model of climate change communication that accounts for persuasive messages." Environmental Communication Division of the International Communication Association, May 23-26, Seattle, WA.
43. **Atkinson, L.** (2014). "Locating the "politics" in political consumption: How political consumers talk about the rights and responsibilities that connect their consumption choices to their sense of citizenship." Qualitative Political Communication pre-conference at the International Communication Association, May 22, Seattle, WA.
44. **Atkinson, L.** (2014). "When doing good means doing harm: The unintended, uncivic consequences of political consumption." Presented as part of the panel "The Changing Citizen: Creative Participation and Contentious Politics" to be included at the Midwest Political Science Association 2014 Convention, April 3-6 in Chicago, IL.
45. Lazard, A.,<sup>#</sup> **Atkinson, L.** and Mackert, M. (2013). "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model." Communication Theory and Methodology Division of the Association for Education in Journalism & Mass Communication Convention, August 8 – 11 in Washington, DC.
46. Lazard, A.<sup>#</sup> and **Atkinson, L.** (2013). "Visual Preferences and Abilities at the ELM's Critical Point of Persuasion: A Investigation of Infographics and Visual Learners." VISCOM, the Visual Communication Conference, June 26-30 at Steamboat Springs, CO.
47. **Atkinson, L.** and Rosenthal, S.<sup>#</sup> (2013). "Signaling Environmental Product Benefits: The Interactive Influence of Eco-Label Source and Argument Quality on Consumer Trust." Environmental Communication Division of the International Communication Association, June 17-21 in London, UK.
48. Kim, S.<sup>#</sup>, Choi, M. and **Atkinson, L.** (2013). "The Moderating Role of Perceived Fit between Corporate Associations and Crisis Type." American Academy of Advertising conference, April 4 – 7 in Albuquerque, NM.
49. **Atkinson, L.** (2012). "Communicating Environmental Citizenship through Consumption Choices." Accepted for presentation to the Political Communication division of the American Political Science Association Conference, Aug. 30-Sept. 2 in New Orleans, LA. (*Declined due to scheduling conflict.*)
50. **Atkinson, L.** and Kim, Y.<sup>#</sup> (2012). "Selling Solutions: Exploring the Relationship between Green Marketing Appeals and the Environmental Crisis." Communication and Ethics of Consumption pre-conference, International Communication Association Convention, in Phoenix, AZ.
51. **Atkinson, L.** (2012). "From Satisfied and Self-interested to Concerned and Civic-minded." Political Communication division of the International Communication Association Convention, May 24-28 in Phoenix, AZ.
52. Kim, S.<sup>#</sup> and **Atkinson, L.** (2011). "Consumer Responses Toward Corporate Advertising in a Crisis: Exploring the Case of Toyota." Consumer Psychology division of the American Psychological Association's conference, Aug. 4-7 in Washington, D.C.

53. **Atkinson, L.** and Rosenthal, S.# (2011). “Consumer Trust in Eco-label Advertising: The Role of Label Source and Argument Quality.” Society of Consumer Psychology’s Advertising and Consumer Psychology, May 6-7 in Eugene, OR.
54. **Atkinson, L.** (2010). “Reconciling Consumption and Citizenship through the Myth of the American Adam.” Consumer Culture Theory, June 10-13, Madison, WI
55. **Atkinson, L.** (2010). “Selling Social Change: Marketing, Consumption and Political Engagement.” American Academy of Advertising conference, March 18 – 21 in Minneapolis, MN.
56. **Atkinson, L.** (2008). “‘Politics by Other Means:’ Testing the Relationship between Socially Conscious Consumption and Political Participation.” Advertising Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in Chicago, IL
57. **Atkinson, L.** (2007). “Commodifying the Self: Online Social Networking Profiles as Brand Communities.” Association for Consumer Research Convention, October 25 – 28 in Memphis, TN.
58. **Atkinson, L.** (2007). “Partiality and Participation: The influence of perceived media bias on political engagement.” Political Communication Division of the American Political Science Association Convention, August 30 – September 2, Chicago, IL.
59. **Atkinson, L.** (2007). “The Public Sphere in Print: Do Letters to the Editor Serve as a Forum for Rationale-Critical Debate?” Cultural and Critical Studies division of the Association for Education in Journalism & Mass Communication Convention, August 9 – 12 in Washington, D.C.
60. Friedland, L., Shah, D.V., Lee, N-J., Rademacher, M.A., **Atkinson, L.** and Hove, T. (2007). “Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the U.S.” Mass Communication division of the International Communication Association Convention, May 24-28 in San Francisco, CA. **TOP FOUR PAPER.**
61. **Atkinson, L.** (2007). “Online and Ticked Off? An Exploration of Online Political News Coverage and Hostile Media Phenomenon.” Journalism Studies division of the International Communication Association Convention, May 24-28 in San Francisco, CA
62. **Atkinson, L.** (2007). “Online News Use and Selective Exposure: Exploring Issue Salience and Argument Breadth among Online News Users.” American Association for Public Opinion Research Annual Conference, May 17-20 in Anaheim, CA.
63. Gotlieb, M., Brossard, D., Acosta, E. and **Atkinson, L.** (2006). “The Convergence of News Frames and Audience Value-Predispositions: The Conditioned Effects of Pro-Science News on Attitudes toward Stem Cell Research.” Midwest Association of Public Opinion Research Conference in Chicago, IL
64. Vraga, E.K, Lee, N-J. and **Atkinson, L.** (2006). “To Understand or to Persuade: Cognitive Complexity, Motivations to Talk, and Deliberative Participation.” Midwest Association of Public Opinion Research Conference in Chicago, IL. **HONORABLE MENTION, Student Competition.**
65. Sayre, B. and **Atkinson, L.** (2005). “The Effects of TV News Style on Viewers’ Political Evaluations.” Midwest Association of Public Opinion Research Conference in Chicago, IL
66. Rojas, H., Scholl, R., **Atkinson, L.**, Nah, S., Vilela, A. Lee, S.H., Keum, H., McLeod, D.M. and Shah, D.V. (2005). “Political Talk and Social Tolerance.” Communication Theory and Methodology division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX.

67. Shah, D.V., Holbert, L., Kwak, N., **Atkinson, L.**, Kim, E. and Lee, S.Y. (2005). “Communication, Consumption, Contentment, and Community: A Non-Recursive Model of Civic Participation and the ‘Pursuit of Happiness.’” Mass Communication and Society division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX. **TOP THREE FACULTY PAPER.**
68. Lee, N-J., **Atkinson, L.**, Lane, J.B. and Long, C. (2005). “Framing and Cue Convergence: Moderating Roles of Political Knowledge and Partisanship.” Communication Theory and Methodology division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX.
69. **Atkinson, L.** (2004). “The Write Stuff: How News Frames and Predispositions Influence Willingness to Write a Letter to the Editor.” Midwest Association of Public Opinion Research Conference in Chicago, IL

### **CONFERENCE PANELS ORGANIZED**

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Lead organizer, “Climate and Sustainability Communication Campaigns” (2015) International Communication Association post-conference sponsored by the Environmental Communication Division, Health Communication Division, and Political Communication Division and the Rupe Chair in the Social Effects of Mass Communication, Department of Communication, UC-Santa Barbara.

- Top papers appeared as a special section in the *International Journal of Communication*.

### **INVITED RESEARCH PRESENTATIONS, PANELS, SYMPOSIA, GUEST LECTURES, WORKSHOPS**

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- Spring 2023     **Atkinson, L.** “Qualitative Research Methods”. Guest lecture in GEO 371T The Science of Environmental Justice. UT-Austin.
- Spring 2023     **Atkinson, L.** “Green Advertising – Fact or Fiction”. Guest lecture in BDP 101 Environmental Change and Sustainability. UT-Austin.
- Fall 2022        **Atkinson, L.** “Communicating Sustainability”. LIFT (Longhorn Impact Fellowship at Texas) program
- Fall 2022        **Atkinson, L.** “Environmental Communication”. Guest lecture in COM301E Introduction to Communication Foundations. UT-Austin
- Spring 2022     **Atkinson, L.** “Research Activities in Immersive”. Texas Immersive Institute’s Lighting Talks event.
- Fall 2020        **Atkinson, L.** Texas Immersive Institute’s Lunch & Learn series.
- Fall 2018        **Atkinson, L.** “Greenwashing”. Campus Environmental Center, UT-Austin Fall Speaker Series.
- Spring 2018     **Atkinson, L.** Invited Panelist. Sustainability Showdown, sponsored by the University of Texas at Austin Undergraduate Sustainability Roundtable, the Office of Sustainability and the School of Undergraduate Studies; chosen to represent the Moody College of Communication at a TEDx style event about the concept of sustainability.
- Fall 2017        **Atkinson, L.** “Can We Shop Our Way to a Better Planet? The Promises and Pitfalls of Green Consumption.” Media Ethics Initiative, UT-Austin.
- Summer 2017    **Atkinson, L.** “Picture This: Using Infographics, Visuals and Text to Communicate Effective Sustainability Campaigns.” Media Innovation Lab, University of Porto, Portugal.

- Summer 2017 **Atkinson, L.** “Understanding Persuasive Environmental Communication and Imagery.” Led a weeklong workshop for graduate students at the Media Innovation Lab, University of Porto, Portugal.
- Spring 2017 **Atkinson, L.** “Consuming the Environment.” Future Cities Series, Department of Civil, Architectural and Environmental Engineering (UT-Austin)
- Spring 2017 **Atkinson, L.** “Sustainability: Are Consumers the Problem or the Solution?” Social Inequality, Health, and Policy Bridging Disciplines Program (UT-Austin).
- Spring 2016 **Atkinson, L.** “Shopping Our Way to a Sustainable Planet.” Political Communication Lecture Series (UT-Austin).
- Spring 2016 **Atkinson, L.** “Political consumption and its unintended, uncivic consequences.” Imagined Futures: A Humanities Symposium Sponsored by the Humanities Institute, UT-Austin.
- Spring 2016 **Atkinson, L.** Invited Panelist, “Rebranding Climate Change.” Sponsored by EnviroMedia Social Marketing and the Stan Richards School of Advertising and PR.
- Fall 2015 **Atkinson, L.** “Shopping Our Way to a Sustainable Planet: The Promises and Pitfalls of Environmentally Responsible Consumption” Center for Health Communication (UT-Austin) Lunch Enlightenment Series.
- Fall 2015 **Atkinson, L.** “Political consumption and its unintended, uncivic consequences” UT-Austin Humanities Institute Faculty Fellows Seminar.
- Spring 2015 **Atkinson, L.** Invited Panelist, “Mix-and-Mingle with Book Authors.” Sponsored by the Environmental Communication Division at the annual convention of the International Communication Association, San Juan, PR.
- Spring 2015 **Atkinson, L.** “Picture this: Using infographics, visuals and text to communicate effective sustainability campaigns.” Sustainable Science Communication Conference, sponsored by the Mellichamp Academic Initiative in Sustainability, the Arthur N. Rupe Chair’s bi-annual conference, and the Environmental Media Initiative of the Carsey-Wolf Center at the University of California, Santa Barbara.
- Spring 2015 **Atkinson, L.** Invited Panelist. Sustainability Showdown, sponsored by the University of Texas at Austin Undergraduate Sustainability Roundtable, the Office of Sustainability and the School of Undergraduate Studies; chosen to represent the Moody College of Communication at a TEDx style event about the concept of sustainability. (Top three presenter as voted by students.)
- Fall 2014 Katz-Kimchi, M. and **Atkinson, L.** “Social media and environmental remediation: A case study of Greenpeace International’s online mobilization campaigns.” International Workshop on Computing and the Environment (Oct. 2-3) at Université Pierre-et-Marie Curie, l’Observatoire Océanologique, Banyuls sur Mer, France.
- Fall 2013 **Atkinson, L.** Invited Panelist, “Leanwashing Index Forum on food advertising.” Sponsored by EnviroMedia Social Marketing and the Stan Richards School of Advertising and PR.
- Summer 2013 **Atkinson, L.** “Harnessing market mavens and word of mouth to build a Shop Local campaign.” City of Austin’s Small Business Development Program Shop Local initiative ([www.locallyaustin.org](http://www.locallyaustin.org)), Austin, TX.

- Fall 2012 **Atkinson, L.** “Sustainable citizenship: connecting consumption, environmentalism and civic engagement.” New Technologies and Civic Engagement conference, Moody College of Communication New Agendas in Communication series.
- Spring 2012 **Atkinson, L.** “Political Consumption and Green Marketing,” presented to the UT SAGE (Seminars for Adult Growth and Enrichment) program of the Osher Lifelong Learning Institute, Austin.
- Spring 2012 **Atkinson, L.** “Clarifying, Confusing or Crooked? Interpretations of green advertising claims by ethically minded consumers.” Ethical Issues in Communication Professions conference, Moody College of Communication New Agendas in Communication series.
- Spring 2011 **Atkinson, L.** “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” College of Business, University of Michigan – Dearborn, in Dearborn, MI.
- Spring 2011 **Atkinson, L.,** Nelson, M.R. and Rademacher, M.A. “Timmy’s New Skechers: An Audience-focused Model of Consumer Socialization.” *Communication, Consumers, and Citizens: Revisiting the Politics of Consumption*, in Madison, WI.
- Spring 2011 **Atkinson, L.** “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” *Communication, Consumers, and Citizens: Revisiting the Politics of Consumption*, in Madison, WI.
- Fall 2010 **Atkinson, L.** “Reconciling Consumption and Citizenship through the Myth of the American Adam,” University of Texas at Austin Center for Women’s and Gender Studies New Faculty Development Program Research Colloquium, Austin, TX.
- Fall 2010 **Atkinson, L.** “Advertising Women,” University of Texas at Austin Center for Women’s and Gender Studies New Faculty Development Program Teaching Seminar, Austin, TX.

## HONORS AND AWARDS

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- 2023-2024 Chosen for the inaugural class of the Provost’s Aspiring Leaders Academy, UT-Austin
- 2022-2023 Chosen as my college’s only tenure-track nominee for the University of Texas System Academy of Distinguished Teachers, which recognizes outstanding educators across the UT System academic institutions (winners announced in May 2023)
- 2021-2022 Named a Provost’s Mentored Faculty Scholar, UT-Austin
- 2020-2021 Named a Provost’s Authors Fellow (summer salary and course release to develop a book-length manuscript), UT-Austin. Deferred to 2021-2022.
- 2020 Sharon L. Dunwoody Award, School of Journalism and Mass Communication, University of Wisconsin – Madison. Given to doctoral graduates of the program who have excelled in research, teaching and/or service within 10 years of graduation
- 2018-2019 Faculty Research Award sabbatical, full course release for spring, UT-Austin
- 2017 Named a Provost’s Teaching Fellow, UT-Austin
- 2017 Provost’s Project 2021 Teaching Initiative funding to revamp my online summer course, UT-Austin
- 2016 Regents Outstanding Teacher Award, University of Texas System Board of Regents highest honor awarded to faculty who have demonstrated extraordinary classroom performance and innovation in undergraduate instruction



- 2015-2016 Page Scholar, Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University, College of Communications
- Fall 2015 Harry Ransom Center Humanities Institute Fellow, UT-Austin. Application-based program promoting research and collegiality across departments.
- Summer 2015 Second-place paper, Public Relations Division of AEJMC
- Fall 2015 Finalist, Moody College of Communication Teaching Excellence Award, UT-Austin
- Spring 2015 Top Three Faculty Paper, Environmental Communication Division of the International Communication Association.
- Spring 2015 Finalist, Frank Prize in Public Interest Communications Research, University of Florida College of Journalism and Communications
- Summer 2014 Top three finalist, Outstanding Junior Scholar Award, Sponsored by The Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University/AEJMC Commission on the Status of Women
- Summer 2014 UT-Austin Office of Graduate Studies Summer Research Assignment (\$9,000)
- 2013-2014 Course Development Award, UT-Austin Office of Sustainability and Center for the Core Curriculum. Awarded one of three university-wide course development awards (\$6,000) to develop a new undergraduate course focused on sustainability.
- 2013-2014 UT-Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
- 2012-2013 Dean's Fellow sabbatical appointment, full course release for fall semester, UT-Austin
- Summer 2012 Finalist, Promising Professor award from the Mass Communication & Society Division and the Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication
- 2011-2012 Finalist, Dads' Association Centennial Teaching Fellowship, UT-Austin. Nominated by dean of the College of Communication for university-wide teaching award that recognizes excellence in teaching at the undergraduate level
- 2010-2011 Fellow, Center for Women's & Gender Studies Faculty Development Program, UT-Austin (\$3,500)
- 2010-2011 Finalist, Dads' Association Centennial Teaching Fellowship, UT-Austin. Nominated by dean of the College of Communication for university-wide teaching award that recognizes excellence in teaching at the undergraduate level
- Summer 2011 UT-Austin Office of Graduate Studies Summer Research Assignment (\$9,000)
- 2010-2011 UT-Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
- Summer 2010 Junior Faculty Fellowship (\$5,000), School of Advertising & PR, UT-Austin
- 2009-2010 UT-Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
- 2008-2009 Graduate Fellow, American Academy of Political and Social Science for "an outstanding grasp of a discipline's theories and methods, as demonstrated through graduate coursework; an enthusiasm for understanding social issues; and the promise of making substantial contributions to the social sciences in the future."

2008-2009	Fellowship, School of Journalism and Mass Communication, UW – Madison
2007-2008	Fellowship, School of Journalism and Mass Communication, UW – Madison (Declined first semester support when asked by department to fill a vacant TA position)
2007-2008	Doctoral Student Research funding (\$600), School of Journalism and Mass Communication, University of Wisconsin – Madison
2006-2007	Doctoral Student Research funding (\$800), School of Journalism and Mass Communication, University of Wisconsin – Madison
2007	Top Four Paper, Mass Communication Division of the International Communication Association
2006	Teaching Fellow, College of Letters and Science, University of Wisconsin – Madison; award recognizes teaching assistants for “outstanding success as students and teachers”
2006	Doctoral Honors Seminar, Mass Communication Division of the National Communication Association
2006	Honorable Mention MAPOR Fellows Student Competition, Midwest Association of Public Opinion Research
2005	Top Three Faculty Paper, Mass Communication & Society division of the Association for Education in Journalism & Mass Communication
2004	Finalist, Early Excellence in Teaching Award, College of Letters and Science, University of Wisconsin – Madison; award recognizes “outstanding and inspirational achievement on the part of TAs with fewer than four semesters of teaching experience.”

### **CONSULTING/SUBJECT MATTER EXPERT**

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- Yahoo! (Canada) research on online search and news consumption (Fall 2012)
- City of Austin’s Small Business Development Program Shop Local initiative (Spring 2014)
- Centre for Environmental Policy, Imperial College (London, UK) on green consumption and eco-labeling (Spring 2015)
- Oakland Innovation (Cambridge, UK) on eco-labeling and FMCGs (Fall 2016)
- Ipsos Public Affairs (Washington, D.C.) on eco-labeling and public opinion (Summer 2017)

### **MEDIA COVERAGE & PUBLICITY**

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- CBC Radio, *Ideas*: [The ongoing search for the perfect climate change metaphor](#) (April 1, 2021)
- The Greener Side, KVRX 91.7, [special guest](#) (September 21, 2018)
- Refinery29: [Why Are All Pregnancy Test Commercials So Damn Cheerful?](#) (April 2, 2018)
- Hakai Magazine: [The Ecolabel Fable: Buyer Beware: sustainable seafood program can’t guarantee ocean-friendly choices](#) (Nov. 7, 2017)
- National Public Radio *On Point with Tom Ashbrook*: [Consumers call for big changes in advertising](#) (April 10, 2017)
- UT Moody College of Communication Feature Story: [Green Activism](#). (Oct. 31, 2016)
- KUT (Austin NPR affiliate): [Has Austin really reduced its plastic bag consumption by 75 percent?](#) (June 19, 2015)
- EcoTextile News: The textile labeling minefield (April/May 2015)
- Arctic Journal: [After retreat, Greenpeace considers next move](#) (April 14, 2015)
- Dallas Morning News: [In the Running: Designers offer ideas to help Texas Democrats bring new life to the party](#) (Oct. 18, 2014)

- Guardian Newspaper (UK) Sustainable Business Section Live Chat: invited expert to discuss issues of sustainability and the values consumers place sustainable products [Consumer behavior and sustainability - what you need to know](#) (Sept. 4, 2014).
- Dallas Morning News: [Retail politics: Abbott, Davis take different tacks with shirt and hat sales](#) (Aug. 24, 2014).
- National Public Radio *Weekend Edition (Sunday)*: [Labels: Easy to Read, Not Always Easy to Trust](#) (July 27, 2014).
- UT Moody College of Communication Feature Story: [The Green Sell: Consumers Trust Government Eco-Labels More than Corporate, Study Finds](#) (July 24, 2014)
- Guardian Newspaper (UK) Sustainable Business Section: [‘Wild west’ of eco-labels: sustainability claims are confusing consumers](#) (July 4, 2014)
- Daily Texan: [UT study finds consumers view eco-labels positively, but institution labeling product matters](#) (June 9, 2014)
- UT Moody College of Communication Press Release: [Consumers Trust Government Eco-Labels but "Like" Corporate Eco-Labels, Study Finds](#) (May 23, 2014)
- UT Office of Sustainability: [Sustainability Course Development Award winners Announced](#) (May 15, 2014)
- Austin MD: [SXSW For Small Business: 4 Tips to Make this Festival Crowd your BFFs](#) (March-April, 2014; reprinted March-April 2015)
- Small Business Development Program: [Tips for Small Businesses to Attract the SXSW Festival Crowd](#) (March-April, 2014)

#### **POST-DOCTORAL FELLOWS & GRADUATE RESEARCH ASSISTANTS SUPPORTED**

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1. Soya Nah, PhD student fully supported through Vaccine Confidence Fund grant, “Leveraging Moral Values and Social Media to Boost Vaccine Confidence and Overcome Medical Mistrust and Historical Racism among Black Populations in the U.S. and Cameroon.” January 2023-May 2023.
2. Greg Song, PhD student fully supported through Exxon Mobil grant, “Overcoming Public Uncertainty about Carbon Capture and Storage.” January 2023-May 2023.
3. Kristen Sussman, PhD student fully supported through Vaccine Confidence Fund grant, “Leveraging Moral Values and Social Media to Boost Vaccine Confidence and Overcome Medical Mistrust and Historical Racism among Black Populations in the U.S. and Cameroon.” January 2022-August 2022.
4. Na Yu, PhD student fully supported through Exxon Mobil grant, “Overcoming Public Uncertainty about Carbon Capture and Storage.” August 2020-May 2022.
5. Rachel Lim, PhD., University of Texas at Austin, 2019. Post-doctoral fellow supported through Department of Energy grant, “Offshore Gulf of Mexico Partnership for Carbon Storage: Resources and Technology Development GOMCarb.” June 2019-July 2020.
6. Patrick Jamar, PhD student fully supported through FCT (Portuguese Foundation for Science and Technology) and UT Austin|Portugal International Collaboratory for Emerging Technologies, CoLab grant, “Immersive virtual reality environments to evaluate audience attitudes about science communication projects: a pilot study of deep sea ecosystems.” January 2019-August 2019.

#### **PH.D. DISSERTATION ADVISING**

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##### **Chair:**

1. Yara Acaf, Stan Richards School of Advertising & PR
2. Soya Na, Stan Richards School of Advertising & PR

3. Pooja Iyer, Stan Richards School of Advertising & PR
4. Patrick Jamar, Stan Richards School of Advertising & PR
5. Na Yu, Stan Richards School of Advertising & PR (graduated summer 2023)
6. Sujin Kim, Stan Richards School of Advertising & PR (graduated summer 2020)
7. Joshua Ryoo, Stan Richards School of Advertising & PR (co-chair) (graduated summer 2019)
8. Dan (Kitty) Li, Stan Richards School of Advertising & PR (graduated summer 2018)
9. Eun Yeon Kang, Stan Richards School of Advertising & PR (graduated spring 2016)
10. Jason Flowers, Stan Richards School of Advertising & PR (graduated fall, 2015)
11. Sojung Kim, Stan Richards School of Advertising & PR (co-chair) (graduated spring, 2012)

**Committee Member:**

1. Chung In (Hazel) Yun, Stan Richards School of Advertising & PR
2. Sally Lim, Stan Richards School of Advertising & PR (graduated summer 2022)
3. Eunjoon Jin, Stan Richards School of Advertising & PR (graduated spring 2023)
4. Jiemin Looi, Stan Richards School of Advertising & PR (graduated summer 2023)
5. Won-Ki Moon, Stan Richards School of Advertising & PR (graduated summer 2022)
6. Jacob Copple, Stan Richards School of Advertising & PR (graduated spring 2021)
7. Paula Neves, New University of Lisbon, Portugal
8. Wan Wang, Stan Richards School of Advertising & PR (graduated summer 2021)
9. Jessica Vega-Centeno, Stan Richards School of Advertising & PR (graduated spring 2020)
10. So Young Lee, Stan Richards School of Advertising & PR (graduated summer 2020)
11. Yongwoog Jeon, Stan Richards School of Advertising & PR (graduated summer 2019)
12. Jimi Hong, Stan Richards School of Advertising & PR (graduated summer 2019)
13. Rachel Lim, Stan Richards School of Advertising & PR (graduated summer 2019)
14. Marie Guadagno, Stan Richards School of Advertising & PR (graduated summer 2018)
15. Zhaohui Su, Stan Richards School of Advertising & PR (graduated summer 2018)
16. Jisoo Ahn, Stan Richards School of Advertising & PR (graduated summer 2018)
17. Jung Hwa Choi, Stan Richards School of Advertising & PR (graduated summer 2018)
18. Jin-A Choi, Stan Richards School of Advertising & PR (graduated summer 2018)
19. Yoon Hi Sung, Stan Richards School of Advertising & PR (graduated spring 2017)
20. Young-A Song, Stan Richards School of Advertising & PR (graduated spring, 2016)
21. Seungae Lee, Stan Richards School of Advertising & PR (graduated spring, 2016)
22. Katharine Hubbard, Stan Richards School of Advertising & PR (graduated spring, 2016)
23. Sara Champlin, Stan Richards School of Advertising & PR (graduated spring, 2015)
24. Ben Wyeth, Stan Richards School of Advertising & PR (graduated spring, 2015)
25. Niveen Ghannam, Stan Richards School of Advertising & PR (graduated spring, 2015)
26. Allison Lazard, Stan Richards School of Advertising & PR (graduated spring, 2015)
27. Ohyeon Kwon, Stan Richards School of Advertising & PR (graduated summer, 2014)
28. Seung-Chul Yoo, Stan Richards School of Advertising & PR (graduated spring, 2012)
29. Elaine (Jih-Syuan) Lin, Stan Richards School of Advertising & PR (graduated spring, 2012)
30. Yoojung Kim, Stan Richards School of Advertising & PR (graduated spring, 2011)

**MASTER'S THESIS AND PROFESSIONAL REPORT ADVISING**

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**Chair:**

1. Bonnie Hao, Stan Richards School of Advertising & PR, Thesis, May 2019
2. Elaine Almeida, Stan Richards School of Advertising & PR, Thesis, May 2019
3. Buduo Wang, Stan Richards School of Advertising & PR, Thesis, May 2018
4. Meshaal Almahmoud, Stan Richards School of Advertising & PR, Thesis, Summer 2016
5. Candace Queen, Stan Richards School of Advertising & PR, Thesis, May 2015
  - Candace was invited to discuss her thesis at the Clinton Global Initiative University
6. Sujin Kim, Stan Richards School of Advertising & PR, Thesis, May 2014

7. Soyoung Lee, Stan Richards School of Advertising & PR, Thesis, May 2014
8. Jin Wu, Stan Richards School of Advertising & PR, Thesis, Summer 2014
9. Pilar Perez, Stan Richards School of Advertising & PR, Professional Report, May 2013
10. Evgeniya Basenko, Stan Richards School of Advertising & PR, Thesis, May 2012
11. Morgan Meyer, Stan Richards School of Advertising & PR, Thesis, December 2011
12. Jennifer Fung, Stan Richards School of Advertising & PR, Professional Report, May 2011
13. Emily Hill, Stan Richards School of Advertising & PR, Professional Report, Dec. 2010

**Committee Member:**

1. Jin-A Choi, Stan Richards School of Advertising & PR, Thesis, 2014
2. Vin Han, Stan Richards School of Advertising & PR, Thesis, Aug. 2013
3. Jordan Clark-Mand, Stan Richards School of Advertising & PR, Professional Report, 2011
4. Claire Ogburn, Stan Richards School of Advertising & PR, Professional Report, 2012

**OTHER GRADUATE STUDENT ADVISING & MENTORING**

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Faculty lead, Communication and Sustainability Research Group (2014-present)

- In response to student demand, I started and lead a research group focusing on communication and sustainability. The group is interdisciplinary with doctoral, masters and undergraduate students from across campus.

Faculty mentor, Health Communication Scholars Program (2014-2015)

- Supervising a team of doctoral students and their funded (\$2,000) project titled, “The Relative Impact of Infographics on e-Health Information Comprehension and Health Promoting Behaviors

**UNDERGRADUATE ADVISING & SUPERVISION**

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**Chair:**

1. Caroline Silva, Liberal Arts Honors Thesis, supervisor (2021-2022)
2. Sri Chappidi, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
3. Sofia Garza, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
4. Monica Bravo, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
5. Kailtin Mohler, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2020)
6. Victoria Arenas, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2020)
7. Samantha Glazer, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2020)
8. Ivana Valdez, Environmental Sciences thesis advisor (Fall 2018-Spring 2019)
9. Alyssa Gonzales, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
10. Siara Shoemaker, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
11. Hannah Kay, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
12. Seshu Brahma, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
13. Anna (Paige) Taylor, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018)
14. Cristina Lobo-Guerrero, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2018, Summer 2019)
15. Ruby Shell, Environment and Sustainability Bridging Disciplines Program mentor (Summer 2018)
16. Lizzie Bonahoom, Environment and Sustainability Bridging Disciplines Program mentor (Summer 2018)
17. Shelby Weinstein, Leadership and Ethics in Business Bridging Disciplines Program mentor (Spring 2018)
18. Alexis Fischer, Human Rights and Social Justice Bridging Disciplines Program mentor (Spring 2018)
19. Vaishali Jayaraman, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2017, Spring 2018)

20. David Reid Williams, Environmental Sciences thesis advisor (Spring 2017, Fall 2017)
21. Julianna Maxwell, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2017, Fall 2017)
22. Allie Lee, Environment and Sustainability Bridging Disciplines Program mentor (Spring 2017)
23. Sam Liu, Plan II Honors Thesis advisor (Spring 2016)
24. Sarah Brusseau, Environment and Sustainability Bridging Disciplines Program mentor (Summer 2015, Fall 2015)
25. Laura Boss, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2015)
26. Elaine Almeida, Media, Culture & Identity Bridging Disciplines Program mentor (Fall 2015)
27. Elaine Almeida, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2015)
28. Megha Kansra, Business Honors & Marketing, Plan II Honor's thesis chair, 2010-2011
29. Taryn Stoneking, Ethics and Leadership in Law, Politics & Government Bridging Disciplines Program mentor (Spring 2013)
30. Meg Susong, Social Entrepreneurship & Nonprofits Bridging Disciplines Program mentor (Spring 2012)

**Committee Member:**

1. Rose Marin, Moody Honors thesis reader, 2022-2023
2. Lindsay Bartol, Business, Plan II Honor's thesis reader, 2022-2023
3. Nicole Lang, Advertising, Plan II Honor's thesis reader, 2016-2017
4. Josh Wallace, Government, Plan II Honor's thesis reader, 2013-2014

**UNDERGRADUATE MENTORING**

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- Faculty presentation to First Year Interest Groups (Fall 2010, 2013, 2014)
- UT Orange Jackets, Faculty Honoree at "Professor Tea" honoring students' favorite and most influential professors of Orange Jacket members (Spring 2012)
- Akua (Bertha) Sencherey, supported her successful application to the Ronald E. McNair's Scholars Program (Spring 2011)
- Meet the Professor night, invited by Communication Council to attend the College of Communication's informal faculty meet and greet (Fall 2009)

**DEPARTMENT SERVICE**

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Undergraduate Curriculum Committee (member): 2018-2022

Ad-hoc Committee to Review Texas Creative Student & Faculty Concerns (member): 2020-2021

PhD Admissions/Review Committee (member): 2017-2024; 2014-2016; 2010-2011

Scholarship Committee (chair): 2016-2018

Scholarship Committee (member): 2018-2019, 2014-2016; 2011-2013; 2009-2010

Faculty Recruitment Committee to Search for a Department Chair (member): 2017-2018; 2013-2014

Graduate Curriculum Committee (member): 2012-2014; 2009-2010

Blended and Web-based Course Initiative (member): 2011-2013

**COLLEGE SERVICE**

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Principal Investigators Committee (member): 2016-2024

Steering Committee for the Science Communication Minor (member): 2016-2024

Faculty Research Committee (member): 2016-2024; 2014-2015; 2010-2011

COVID-19 College Research Plan Subcommittee (member): 2020

Workgroup on Advancing Distance and Continuing Education (member): 2015-2016

Education Workgroup, Center for Health Communication (member): 2014-2015

Scholarship Committee (member): 2015-2017; 2013-2014

## **UNIVERSITY SERVICE**

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UT Center for Teaching and Learning, Faculty Learning Community on Sustainability: 2022-2023

UT Office of Undergraduate Research, Faculty Advisory Panel (member): 2022-2024

UT President's Sustainability Steering Committee (member): 2019-2023

Bridging Disciplines Program in Environment and Sustainability, Faculty Panel member: 2015-2024

UT System Award Selection Committee, member: 2019-2020

Faculty Welfare Committee, member: 2018-2021

School of Undergraduate Studies Ethics Flag Committee, member: 2018-2021

Center for Women's and Gender Studies, Steering Committee member: 2017-2019

Faculty Council, elected member representing Moody College of Communication: 2016-2018

Faculty Grievance Committee, member: 2016-2019

Sustainability Faculty Learning Community, Member: 2014-2015

Faculty partner, Center for Sustainable Development's Texas CityLab program: 2014-2015

## **PROFESSIONAL SERVICE**

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2022-present Editorial Board Member, *Science Communication* journal

2019-present Editorial Board Member, *Environmental Communication* journal

2023 Reviewer, Waterhouse Family Institute for the Study of Communication and Society, Villanova University, research grant program

2019 Reviewer, National Science Foundation, Decision, Risk, and Management Sciences

2018 Reviewer, Association for Education in Journalism and Mass Communication's inaugural Research Prize for Professional Relevance

2018 Reviewer, Swiss National Science Foundation (SNSF) National Research Programme "Sustainable Economy: resource-friendly, future-oriented, innovative" (NRP 73)

2016 Special issue co-editor. "Climate and Sustainability Campaigns." *International Journal of Communication*, 10.

2015-2016 Chair, Funding and Awards Committee, Environmental Communication Division, International Communication Association

2015 Organizer, ICA post-conference in Climate and Sustainability Campaigns.

- 2015 Subject matter expert, asked by graduate students studying at the Centre for Environmental Policy, Imperial College (London, UK) to provide expert commentary on the topic of green consumption and eco-labeling
- 2012 Special issue co-editor. "Green" Advertising: Revisiting green advertising and the reluctant consumer. *Journal of Advertising*, 41(4).
- 2011-2012 Research Co-chair, Mass Communication & Society division of the Association for Education in Journalism and Mass Communication
- 2010-2011 Awards Co-chair, Mass Communication & Society division of the Association for Education in Journalism and Mass Communication

**Conference Reviewer:** *Association for Consumer Research, American Marketing Society, Association for Education in Journalism and Mass Communication, American Academy of Advertising, International Communication Association, Society for Consumer Psychology*

**Journal Reviewer:** *Journal of Advertising, Consumption, Markets & Culture, Journal of Consumer Culture, Sustainability, PLOS One, Governance & Regulation, Environmental Communication, Science Communication, Political Behavior, Social Media & Society, International Journal of Public Opinion Research, Cyberpsychology, Behavior and Social Networking, Environment & Behavior, Annals of the American Academy of Political and Social Science, Mass Communication & Society, Journal of Marketing Communication*

**Ad-hoc Book Proposal Reviewer:** *Earthscan (part of Routledge Environment & Sustainability); Rowman & Littlefield*

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research, American Academy of Advertising, International Communication Association, Association for Education in Journalism and Mass Communication, SCORAI

## COMMUNITY SERVICE WORK

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- 2021-2023 Treasurer, Volleyball Booster Club, Ann Richards School for Young Women Leaders
- 2017-2018 Volunteer Austin Humane Society
- 2016-2018 Volleyball coach for 8- to 10-year-olds at the Austin YMCA
- 2016-2017 "Book Buddy" for first grader at Barton Hills Elementary School
- 2016-2017 Room parent for third-grade class at Barton Hills Elementary School
- 2015-2019 Arts Booster Club, Ann Richards School for Young Women Leaders
- 2014-2015 Library helper at Barton Hills Elementary School

## PROFESSIONAL WORK EXPERIENCE: JOURNALISM AND PUBLIC RELATIONS

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- 2006 Happy Bambino, public relations consultant (Madison, WI)
- 2004 Healthy Farmers, Healthy Profits, public relations consultant (Madison, WI)
- 2000-2003 *Press & Sun-Bulletin* newspaper (Binghamton, NY)
- Assistant Metro Editor, 2003
  - Health and Medicine reporter, 2002-2003
  - Copy Editor, 2002
  - Health and Lifestyle features reporter, 2000-2002
  - Metro news reporter, 2000



- 1998-2000      *Cooperstown Crier* newspaper (Cooperstown, NY)
- General assignment reporter, photographer 1998-2000

**PROFESSIONAL AWARDS: JOURNALISM**

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- 2003      2nd place, feature writing, in Gannett Well Done awards series for "Death Detectives"
- 2003      1st place, headline writing, New York State Associated Press Association
- 2002      Awarded a competitive CASE Media Fellowship to attend a health-reporting seminar at Case Western Reserve University
- 2002      2nd place, "Serious Brew," human interest feature story category, Syracuse Press Club
- 2002      3rd place, team-effort series "Our Changing Families," ongoing news coverage category, NY State Associated Press Association