

## **Matthew S. Eastin, Ph.D.**

Professor, Director of PhD Studies  
Moody College of Communication  
Stan Richards Department of Advertising & Public Relations  
The University of Texas at Austin  
300 W. Dean Keeton (A1200)  
Austin, TX 78712  
(512) 663-9822 (c) | matt.eastin@utexas.edu

### **EDUCATION**

**Doctor of Philosophy** (Mass Media), 1997-2001  
Michigan State University, Department of Telecommunication  
**Master of Arts** (Journalism), 1995-1997  
University of Nebraska-Lincoln  
**Bachelor of Arts** (Broadcasting), 1989-1994  
University of Nebraska-Lincoln

### **ACADEMIC EXPERIENCE**

**Professor 2017 - present**  
**Associate Professor 2007 – 2017**  
**Director of PhD Studies, UT-Austin 2016-present**  
**Business-to-Business (B2B) Analytics Fellowship** (present)  
**Faculty Associate to Texas Student Media 2017 – 2018**  
**Executive Board Member, Texas Student Media, 2014-2017**  
**Faculty Associate for the Energy Institute 2010 – 2016**  
The University of Texas at Austin, Stan Richards School of Advertising & Public Relations  
**Assistant Professor 2001 – 2007**  
Ohio State University, School of Communication

### **TEACHING EXPERIENCE**

### **COURSE DEVELOPMENT**

#### *Undergraduate Courses*

**ADV and PR 309: Introduction to Advertising and PR Research (2017).**  
Undergraduate Course, The University of Texas at Austin, Stan Richards School of Advertising and Public Relations.

- This class was developed for the School's undergraduate media program. This class was designed to contextualize statistics within advertising and public relations. All lectures for this class were recorded in a television studio and edited into the content modules. This class is completely online and services SRS students as well as non-SRS students.

**ADV 378: Psychology of Video Game Advertising (2010).** Undergraduate Course and Graduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations.

- This class was developed to address the emerging role of games/Apps in advertising campaigns. The course was designed to teach students how to develop an effective game (i.e., app or advergaming) and how to leverage advertising in the game.

#### *Graduate Courses*

**ADV 392: Advertising Research Methods 1 (2013).** Graduate Course, The University of Texas at Austin, Stan Richards School of Advertising and Public Relations.

- This class was developed for the School's PhD curriculum. With an emphasis on working with data, this class introduced research methods and basic inferential statistics to first year Doctoral students.

**ADV 391: Media Psychology (2007).** Graduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations.

- This class was developed to better equip advertising graduate students with a theoretical background of media engagement. The course capitalizes on the departments desire to merge theory and practice.

## **TEACHING EXPERIENCE**

### *Undergraduate Courses Taught*

**Introduction to Advertising and PR Research (ADV/PR 309).** Undergraduate Course, The University of Texas at Austin, Stan Richards School of Advertising and Public Relations. Fall 2017, Spring 2018, Summer 2018, Fall 2018, Spring 2019, Summer 2019, Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021

**Psychology of Video Game Advertising (ADV 378).** Undergraduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Spring 2010, Summer 2010, Spring 2011, Summer 2011, Spring 2012, Summer 2012, Summer 2013, Spring 2014, Summer 2014, Spring 2015, Spring 2016

**Advanced Media Research (377).** Instructor. Undergraduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Fall 2009; Spring 2010, Fall 2011

**Media Research (ADV 377).** Instructor, Graduate and Undergraduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Spring 2008, Spring 2009.

**Integration Communication Management (ADV 367, PR 370).** Instructor, Undergraduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Fall 2007, Spring 2008, Fall 2008, Spring 2009, Summer 2009.

**Advertising Research Methods (ADV 344).** Instructor. Undergraduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations. Fall 2014; Summer 2015; Summer 2016.

### ***Graduate Courses Taught***

**Advertising Theory (ADV 392).** Instructor. Graduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Fall 2020

**Advertising Research (ADV 392).** Instructor, Graduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Fall 2012, Fall 2013, Fall, 2015, 2017, 2018, Spring 2019

**Media Psychology (ADV 391K).** Instructor, Graduate Course, The University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Fall 2007, Summer 2008, Fall 2008, Spring 2011, Spring 2012, Spring 2013, Spring 2014, Spring 2015, Spring 2016, Spring 2018, Spring 2019, Spring 2020, Spring 2021

**Media Management (385).** Instructor. Graduate Course, University of Texas at Austin, Stan Richards School of Advertising & Public Relations, Fall 2009, Fall 2010, Fall 2011, Fall 2012, Fall 2013, Fall 2014, Fall 2015

### **TEACHING AWARDS**

Regents Outstanding Teaching Award (Nominated – under review). The University of Texas at Austin.

Regents Outstanding Teaching Award (Nominated – 2019). The University of Texas at Austin.

Graduate Teaching Award (Nominated – 2016, 2015, 2014). The University of Texas at Austin

Undergraduate Teaching Award (2008). Stan Richards School of Advertising & PR, The University of Texas at Austin

### **BOOKS**

**Eastin, M.S.** (Ed.) (2013). *Encyclopedia of Media Violence*: Sage Press, Thousand Oaks, CA. Pages 1-434.

Whitten, P., Kreps, G., & **Eastin, M.S.** (Eds.) (2011). *E-Health: The Advent of Online Cancer Information Systems*, Hampton Press, Cresskill, NJ. Pages 1-496.

**Eastin, M.S.**, Daugherty, T., & Burns, N. (Eds.) (2010). *The Handbook of Research on Digital Media and Advertising: User generated content consumption*, IGI Global, Hershey, PA. Pages 1-768.

### **EDITED JOURNAL**

Whitten, P., **Eastin, M.S.**, & Kreps, G. (Eds.) (2005). Online Cancer Services. *Journal of Medical Internet Research*. Available at: <http://www.jmir.org/2005/3/>

### **REFEREED JOURNAL RESEARCH PUBLICATIONS 2007 to present** (\*graduate student)

Lee, J.A.,\* Bright, L., **Eastin, M.S.** (in press). Fear of Missing Out and Consumer Happiness on Instagram: A serial mediation of social media influencer-related activities. *Cyberpsychology, Behavior, and Social Networking*.

Lee, J. A.,\* & **Eastin, M. S.** (2020). I Like What She's #Endorsing: The impact of female social media influencer's perceived sincerity, consumer envy and product type. *Journal of Interactive Advertising*, 20(1), 76-91

**Eastin, M.S.,** Netto, J.,\* Xu, F.,\* Lee, J.,\* & Mabry, A. (2019). Customizing the Win: Demonstrating a Positive Way to Consumer Brand Attitude. *Journal of Interactive Advertising*.

Brinson, N.H., **Eastin, M.S.,** & Bright, L.S. (2019) Advertising in a Quantified World: A Proposed Model of Consumer Trust, Attitude toward Personalized Advertising, and Outcome. *Journal of Current Issues & Research in Advertising*, 40(1), 54-72

Brinson, N., **Eastin, M.S.** & Cicchirillo, V. (2018) Reactance to Personalization: Understanding the Drivers behind the Growth of Ad Blocking, *Journal of Interactive Advertising*, 1-32.

Yoo, S.C.\*, **Eastin, M.S.** (2017). Designing Health Games for Anti-Smoking Advertising Targeting College Students: The Impact of Message Types and Voice-Over. *International Journal of Content*, 13(3), 17-24.

Lunney, A.\* Cunninghm, N.\* & **Eastin, M.S.** (2016). Wearable Fitness Technology: A Structural Investigation into Acceptance and Perceived Fitness Outcomes. *Computer in Human Behavior*, 65, 114-120.

Yoo, S.\* & **Eastin, M.S.** (2016). Contextual advertising in games: Impacts of game context on a player's memory and evaluation of brands in video games. *Journal of Marketing Communication*, 1-18.

Brinson, N.\* & **Eastin, M.S.** (2016). Juxtaposing the Persuasion Knowledge Model and Privacy Paradox: An experimental look at personalization, public policy and public understanding. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace* 10(1), 1—7. Available at <http://www.cyberpsychology.eu/index.php>

**Eastin, M.S.,** Brinson, N.\*, Doorey, A.\*, & Wilcox, G. (2016). Living in a Big Data World: Predicting mobile commerce activity through privacy concerns. *Computers in Human Behavior*, 58, 214-220.

Griffiths R.P.\*, **Eastin, M.S.** & Cicchirillo, V. (2016). Competitive Game Play: An investigation of identification and competition. *Communication Research*, 41, 468-486.

Cunningham, N.R.\*, & **Eastin, M.S.** (2015). Second Screen & Sports: A Structural Investigation into Team Identification and Efficacy. *Communication & Sport*. 1-23.

**Eastin, M.S.,** Cicchirillo, V., & Mabry, A.\* (2015). Extending the Digital Divide Conversation: Examining the knowledge gap through media expectancies. *Journal of Broadcasting & Electronic Media* 59(3), 416-437.

Kim, E.\* & **Eastin, M.S.** (2015). External Brand Placement: The Effects on Game Players' Processing of an In-Game Brand. *Journal of Promotion Management* 21(3), 391-411.

**Eastin, M.S.,** Kahlor, L., Liang, M-C\*, & Abi Ghannam, N.\* (2015). Information-Seeking as a Precaution Behavior: Exploring the role of decision-making stages. *Human Communication Research* 41(4), 603-621.

Wang, S.\* , Cunningham, N.\* , & **Eastin, M.S.** (2015). The Effect of Online Consumer Reviews on Attitude and Purchase Intention – The Role of Message Characteristics. *Journal of Interactive Advertising*, 15(2), 151-159.

**Eastin, M.S.,** Cicchirillo, V.J., Cunningham, N.R.\* , Liang, M.C\*. (2014). Managing Media: Segmenting Media through Consumer Expectancies. *International Journal of Business and Social Research* 4(4), 8-19.

Kim, S.\* & **Eastin, M.S.** (2011). Hedonic Tendencies and the Online

Consumer: An Investigation of the Online Shopping Process, *Journal of Internet Commerce* 10(1), 68-90.

Kahlor, L. & **Eastin, M.S.** (2011). Television's role in the culture of violence towards women: A study of television viewing and the cultivation of rape myth acceptance. *Journal of Broadcast and Electronic Media* 55(2), 215-231.

Mackert, M., **Eastin, M.S.**, & Ball, J.\* (2010). Perceptions of direct-to-consumer prescription drug advertising among advanced practice nurses. *Journal of Medical Marketing*, 10 (4), 352-365.

Yim, M.Y.\*, Yoo, S.\*, Till, B., & **Eastin, M.S.** (2010). In-Store Video Advertising Effectiveness: In-Market Field Data. *Journal of Advertising Research* 50(4), 386-402.

Knoblock-Westerwick, S., David, P., **Eastin, M.S.**, Tamborini, R., & Greenwood, D. (2009). Sports Spectators' Suspense: Affect and Uncertainty in Sports Entertainment. *Journal of Communication* 59, 806-823.

**Eastin, M.S.**, Appiah, O., & Cicchirillo, V.\* (2009). Identification and the Influence of Cultural Stereotyping on Post Video Game Play Hostility. *Human Communication Research*, 3, 337-356.

**Eastin, M.S.** & Griffiths, R.P.\* (2009). Unreal. Hostile Expectations and Social Game Play. *New Media & Society*, 509-531.

Daugherty, T., **Eastin, M.S.**, & Bright, L.\* (2008). Exploring Consumer Motivations for Creating User-Generated Content, *Journal of Interactive Advertising*, 8(2), 16-25.

**Eastin, M.S.** (2007). The Influence of Competitive and Cooperative Group Game Play on State Hostility. *Human Communication Research*. 33, 450-466.

**Eastin, M.S.**, Glynn, C.J., & Griffiths, R.P.\* (2007). Communication technology and the organization: A psychological inquiry on use. *CyberPsychology & Behavior*, 10(3), 43-443.

#### **REFEREED PUBLISHED PROCEEDINGS – 2007 to Present** (\*graduate student)

Ghosh, C.\* & **Eastin, M.S.** (2020). Understanding Users' Relationship with Voice Assistants and How It Affects Privacy Concerns and Information Disclosure Behavior. HCI for Cybersecurity, Privacy and Trust. Proceedings of the International Conference, HCI-CPT 2020, Copenhagen, Denmark. Proceedings

Lee, J.\*, & **Eastin, M.S.** (2019). Are sincere looking social media influencers better brand endorsers? An investigation of influencer personality, consumer envy and identification. Proceedings (online) of the American Academy of Advertising (AAA) Annual Conference.

Rashidian, P.\* & **Eastin, M.S.** (2019). Responding to Negative Online Reviews: Elaboration Likelihood Model and Justice Theory. American Marketing Association Conference, Austin, TX

Li, D.\* & **Eastin, M.S.** (2018). *Good Talking to You: Consumer Engagement Through Live Customer Service*. Proceedings of the American Marketing Association.

Brinson, N.H.\*, **Eastin, M.S.** (2018). Reactance to Personalization: Understanding

the Drivers Behind the Growth of Ad Blocking. AAA Conference.

Brinson, N.H.\*, **Eastin, M.S.** (2018) Fit or Fail? Examining the Impact of Quantified Self Health and Fitness Tracking Technologies on College Youth, Winter 2018 AMA Conference.

Brinson, N.\*, **Eastin, M.S.**, & Bright, L. (2016). Privacy and the Quantified Self: An examination of Trust, Attitude toward Personalized Advertising and Health Expectancies. *Proceedings of the American Marketing Association Summer Educators' Conference*, Atlanta, GA.

Davtyan, D.\* and **Eastin, M.S.** (2016), Strategic Importance of Different Adopter Groups in Diffusion of Innovation Research: Focus on Laggards, *Proceedings of the American Marketing Association Summer Educators' Conference*, Atlanta, GA.

Brinson, N.\*, **Eastin, M.S.** (2016). Juxtaposing the Persuasion Knowledge Model and Privacy Paradox: an Experimental Look at Ad Personalization, Public Policy and Public Understanding. *Proceeding of the Marketing & Public Policy Conference, American Marketing Association*, San Luis Obispo, CA.

Brinson, N.\*, Bright, L., **Eastin, M.S.** (2016). e-Commerce and the Privacy Paradox: Examining Consumer Privacy Through the Lens of Big Data and Personalized Advertising. *Proceedings of the Winter American Marketing Association*, Las Vegas, NV.

Brinson, N.\*, Doorey, A.\*, **Eastin, M.S.**, Wilcox, G. (2015). Living in a Big Data World: Predicting mobile commerce activity through privacy concerns. *Proceedings of the Summer American Marketing Association*, Chicago, IL.

Wang, S.\*, Cunningham, N.R.\*, & **Eastin, M.S.** (2015). The Effect of Online Consumer Reviews on Attitude and Purchase Intention – The Role of Message Characteristics – Extended Abstract. Published in the *American Marketing Association Summer Educator's Conference Proceedings*, Chicago, IL.

Kim, E.\* & **Eastin, M.S.** (2012). The Role of Hedonic Goals in Post Impulsive Buying Product Evaluation, *Proceedings of the Society of Consumer Psychology (SCP)*, Amitav Chakravarti and Anirban Mukhopadhyay, (Eds.), Las Vegas, NV.

Yim, M.Y.\*, Yoo, S.\*, Till, B., **Eastin, M.S.**, and Kim, H. (2009). Effectiveness of In-store Video Advertising: An Field Experiment, *Proceedings of the American Academy of Advertising Conference*, Cincinnati, OH.

Bright, L.\*, Daugherty, T., & **Eastin, M.S.** (2007). Attitudes Toward User-Generated Content. *Proceedings of the American Marketing Association Winter Educators' Conference*, Austin, TX.

Dimmick, J., Appiah, O., & **Eastin, M.S.** (2007). Media Competition for National Advertising in the Era of Newer Media, 1997-2006, *Proceedings of the American Marketing Association Winter Educators' Conference Proceedings*, Austin, TX.

**Eastin, M.S.**, Daugherty, T., Marmor-Lavie, G.\*, & Rosenthal, S.\* (2007). Consumer Control and the Psychology of DVR Use. *Proceedings of the American Marketing Association Winter Educators' Conference*, Austin, TX.

#### **BOOK CHAPTERS – 2007 to Present** (\*graduate student)

**Eastin, M.S.** & Lee, J.\* (2020). Advertising Attitudes and New Media, in *The International Encyclopedia of Media Psychology*. Erica Scharrer (Ed). Wiley Publishing, Hoboken, NJ.

Doorey, A.\* G. Wilcox, G. & **Eastin, M.S.** (2017). Consumer Privacy & The New Mobile Commerce, Chapter 10 in *Online Consumer Behavior: The Dark Side of Social Media*, Editor: Angeline Close Scheinbaum, Routledge Psychology Press.

**Eastin, M.S.**, Brinson, N.H.\* (2018). Mobile Commerce and the Consumer Information Paradox: A Review of Practice, Theory and a Research Agenda. Dehmer, M. & Emmert-Streib, F. (Eds.), *Frontiers in Data Science*, Boca Raton, FL: CRC Press.

**Eastin, M.S.** (2013). Group Aggression. *Encyclopedia of Media Violence*. Eastin, M.S. (Ed). Sage Publications, Thousand Oaks, CA.

**Eastin, M.S.** (2013). Effects of User Involvement with Violent Content. *Encyclopedia of Media Violence*. Eastin, M.S. (Ed). Sage Publications, Thousand Oaks, CA.

**Eastin, M.S.** & Griffiths, R.P. (2013). Competition, Sports, and Video Games. *Encyclopedia of Media Violence*. Eastin, M.S. (Ed). Sage Publications, Thousand Oaks, CA.

Lee, S.\* & **Eastin, M.S.** (2013). Marketing Violence. *Encyclopedia of Media Violence*. Eastin, M.S. (Ed). Sage Publications, Thousand Oaks, CA.

**Eastin, M.S.** (2010). Computer Games and Social Perceptions. *The International Encyclopedia of Communication*. W. Donsbach, J. Bryant, and R. Craig (Eds.). Blackwell Publications, USA.

Daugherty, T, **Eastin, M.S.**, Bright, L.\* and Chu, S.\* (2010). Expectancy-Value: Identifying Relationships Associated with Creating User-Generated Content. In *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*. Eastin, M.S., Terry Daugherty and Neal M. Burns (eds.), IGI-Global: Hershey, PA.

Schulz, H.\* & **Eastin, M.S.** (2010). An Opportunity for In-Game Ad Placement: The History of the Video Game Industry Interpreted Through the Meaning Lifecycle. In *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*. In Eastin, Matthew S., Terry Daugherty and Neal M. Burns (eds.), IGI-Global: Hershey, PA.

Daugherty, T., Gangadharbatla, H.S., & **Eastin, M.S.** (2009). Impact of Self-efficacy on E-Service Brands, In S. Bandyopadhyay (Ed.), *Contemporary Research in eBranding*, Idea Group Publishing, Inc. Hershey, PA.

**Eastin, M.S.** (2008). Computer Games and Social Perceptions. *The International Encyclopedia of Communication*. W. Donsbach, J. Bryant and R. Craig (Eds.). Blackwell Publications, USA.

Ramirez, A., **Eastin, M.S.**, & Chakroff, J.\* (2008). Cyber-bullying: Conceptualizing process and effects. In S. Kelsey and K. St. Amant (Eds.) *Handbook of Research on Computer Mediated Communication*. IGI Global, Hershey, PA.

**Eastin, M. S.** (2007). Children, credibility, and the complexity of evaluating online information. *The MacArthur Foundation Series on Digital Media and Learning: Credibility* A. Flanagan and M. Metzger (Eds.). MIT Press, Cambridge, MA.

#### **REFEREED CONFERENCE PAPERS - 2007 to Present** (\*graduate student)

Ghosh, C.\* & **Eastin, M.S.** (2020). Understanding Users' Relationship with Voice Assistants and How It Affects Privacy Concerns and Information Disclosure Behavior. International Conference, HCI-CPT 2020, Held as Part of the 22nd HCI International Conference, HCII 2020, Copenhagen, Denmark.

Lee, J.A.\*, Bright, L. B., & **Eastin, M. S.** (2020). FoMO and Happiness on Instagram: A serial mediation of social media influencer-related activities and the role of authenticity. The 2020 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Virtual.

Song, Y.\*, **Eastin, M.S.**, Bright, L.F. & Xu, F. (2020). “Will They Use Me or Lose Me?”: Proposing a New Technology Acceptance Model for Artificial Intelligence (AI) Virtual Assistants Among US Consumers. 2020 National Communication Association(NCA).

Yang, J.\* & **Eastin, M.S.** (2020). Two dimensions of perceived realism in video games: Narrative and human-computer interaction and cognitive impacts [paper presentation]. Paper presented at the 70th Annual International Communication Association (ICA) Conference, Gold Coast, Australia.

Charulata G.\* & **Eastin, M.S.** (2020). Understanding users relationship with voice assistants and effects on privacy concerns and information. HCII Conference.

Yang, J.\* & **Eastin, M.S.** (2020). Two dimensions of perceived realism in video games: Narrative and human-computer interaction and cognitive impacts. *International Communication Association*, Gold Coast, Australia.

Lee, J.\*, & **Eastin, M.S.** (2019). Are sincere looking social media influencers better brand endorsers? An investigation of influencer personality, consumer envy and identification. *The 2019 American Academy of Advertising (AAA) Annual Conference*, Dallas, USA.

Rashidian, P.\* & **Eastin, M.S.** (2019). Responding to Negative Online Reviews: Elaboration Likelihood Model and Justice Theory. American Marketing Association Conference, Austin, TX

**Eastin, M.S.**, Dunn, M.\* Brinson, N.\*, Xu, F.\*, Li, D.\*, Xiaoshan, L.\*, Cunningham, N.\* (2018). *Breaking Down the Binge: A closer look at post exposure guilt, anxiety, and stress from normative and deviant bingeing during a planned and unplanned event*. International Communication Association National Conference, Prague.

Li, D.\* & **Eastin, M.S.** (2018). *Good Talking to You: Consumer Engagement Through Live Customer Service*. The 46<sup>th</sup> Annual American Marketing Association Conference.

**Eastin, M.**, Cicchirillo, V., Dunn, M.,\* & Xu, F.\* (2017). *Connecting to the Narrative: The influence of relevance, motivation, and realism on narrative identification*. At the annual conference of the Association for Education in Journalism and Mass Communication conference, Chicago.

Brinson, N.\* & **Eastin, M.S.** (2016). *Examining the Role of Outcome Expectancies and Personality Traits on Quantified Self Technology Use and Health Outcomes*. National Communication Association (NCA) Conference, Philadelphia, PA.

Brinson, N.\*, **Eastin, M.S.**, & Bright, L (2016). *Privacy and the Quantified Self: An examination of Trust, Attitude toward Personalized Advertising and Health Expectancies*. The American Marketing Association Summer Educators' Conference, Atlanta, GA.

Davtyan, D.\* & **Eastin, M.S.** (2016). *Strategic Importance of Different Adopter Groups in Diffusion of Innovation Research: Focus on Laggards*. The American Marketing Association Summer Educators' Conference, Atlanta, GA.

Brinson, N.\* & **Eastin, M.S.** (2016). *The Privacy Paradox: Examining the Risks and Benefits of Digital Identity and the AdChoices Icon*. Presented to the AMA 2016 Marketing & Public Policy Conference, Conference, CA.



Brinson, N.\*, Bright, L., & **Eastin, M.S.** (2016). *e-Commerce and the Privacy Paradox: Examining Consumer Privacy Through the Lens of Big Data and Personalized Advertising*. Presented to the Winter American Marketing Association Conference, Las Vegas, NV.

Dunn, M.\*, Brinson, N.\* & **Eastin, M.S.** (2015). *Beyond the Binge: Examining the influence of Expectancy Outcomes and Self-Regulation*. Presented to the National Communication Association National Convention, Las Vegas, NV.

Brinson, N.\*, Doorey, A.\*, **Eastin, M.S.**, & Wilcox, G. (2015). *Living in a Big Data World: Predicting mobile commerce activity through privacy concerns*. Presented to the Summer American Marketing Association Conference, Chicago, IL.

Wang, S.\*, Cunningham, N.\*, & **Eastin, M.S.** (2015). *The Effect of Online Consumer Reviews on Attitude and Purchase Intention – The Role of Message Characteristics*. Presented to the Summer American Marketing Association Conference, Chicago, IL.

Cunningham, N.R.\* & **Eastin, M.S.** (2015). *Second Screen & Sports: A Structural Investigation into Team Identification and Efficacy*. Presented to the Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

Mabry, A.\* & **Eastin, M.S.** (2015). *Do the Points Matter? Examining the Effect of Sexualized Violence Toward Women in Video Games on Rape Myth Acceptance Beliefs*. Presented to the ICA Games Studies Pre-Conference in San Juan, Puerto Rico.

Abi Ghannam, N.\*, **Eastin, M.S.**, Kahlor, L., & Liang, M-C.\* (2014). *From Media Exposure to Environmental Attitudes and Behaviors: The case of hydraulic fracturing*. Presented to the International Communication Association. Seattle, WA.

Liang, M-C.\*, **Eastin, M.S.**, Kahlor, L., & Abi Ghannam, N.\* (2014). *Information-Seeking as a Precaution Behavior: Exploring the role of decision-making stages*. Presented to the International Communication Association. Seattle, WA.

Mabry, A.\* & **Eastin, M.S.** (2013). *Beyond the Digital Divide: A Look at Media Expectancies across Seven Media and Three Racial Subgroups*. Presented to the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.

Yoo, S.\* & **Eastin, M.S.** (2013). *Health Games for Anti-Smoking Advertising Targeting Young College Students*. Presented to the American Academy of Advertising Annual Conference, Albuquerque, NM.

Kim, E.\* & **Eastin, M.S.** (2012). *Exploring the Effects of External Brand Placement on Game Players' Processing of In-game Brand*, Presented to the Association for Education in Journalism and Mass Communication Annual Conference, St. Louis, MO.

Kim, K.\* & **Eastin, M.S.** (2010). *Hedonic Tendencies and the Online Consumer: An Investigation of Online Shopping Process*. Presented to the American Academy of Advertising Annual Conference, Minneapolis, MN.

Schulz, H.\* & **Eastin, M.S.** (2010). *In-Game Advertising: Placement, Frequency, and Competition Recall Effects and Impact of Congruency*. Presented to the American Academy of Advertising Annual Conference, Minneapolis, MN.

Yoo, S.\* & **Eastin, M.S.** (2010). *Does Media Context Matter? Effects of Brand Contextualization on Memory and Attitude toward Advertised Brands in Digital Games*. Presented to the National Communication Association Annual Convention, San Francisco, CA.

Yoo, S.\* & **Eastin, M.S.** (2010). *Brand Contextualization in Virtual Worlds: The Role of Game Environment and Advertising*. Presented to the American Academy of Advertising Annual Conference, Minneapolis, MN.

**Eastin, M.S.** & Kazakova, O.\* (2009). *Social Network Engagement: A youth perspective on potential diminishing returns*. Presented to the International Communication Association, Chicago, IL.

Griffiths, R.P.\* & **Eastin, M.S.** (2009). *The Competitive Edge: An investigation into the effects of team identification and competition on video game effects*. Presented to the International Communication Association, Chicago, IL.

Kahlor, L. & **Eastin, M.S.** (2009). *Television as a Societal-Level Influence on Rape Perceptions: The Cultivation of Rape Myths*. Presented to the AEJMC. Boston, MA.

Bright, L.\*, **Eastin, M. S.**, Daugherty, T., & Gangadharbatla, H.\* (2008). *The Psychology of Consumer Control Contextualized Within DVR Technologies*. Presented to the International Communication Association, Montreal, Canada

Cicchirillo, V.\*, **Eastin, M.S.**, & Appiah, O. (2008). *The mediating role of identification on racial representations in video games*, Presented to the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Knoblock-Westerwick, S., David, P. **Eastin, M.S.**, Tamborini, R., & Greenwood, D. (2008). *Sports Spectators' Suspense: Affect and Uncertainty in Sports Entertainment*. Presented to the International Communication Association, Montreal, Canada

Bright, L.\*, Daugherty, T., & **Eastin, M.S.** (2007). *Attitudes Toward User-Generated Content*. Presented to the American Marketing Association Winter "Educators" Conference, Austin, TX.

Dimmick, J., Appiah, O., & **Eastin, M.S.** (2007). *Media Competition for National Advertising in the Era of Newer Media, 1997-2006*. Presented to the American Marketing Association Winter Educators' Conference, Austin, TX.

**Eastin, M.S.**, Daugherty, T. Marmor-Lavie, G.\*, & Rosenthal, S.\* (2007). *Consumer Control and the Psychology of DVR Use*. Presented to the American Marketing Association Winter Educators' Conference, Austin, TX.

**Eastin, M.S.**, Appiah, O., & Cicchirillo, V.\* (2007). *Affective Responses to Racial Representation in Game Play*. Presented to the International Communication Association Annual Conference. San Francisco, CA.

**Eastin, M.S.**, Appiah, O., & Cicchirillo, V.\* (2007). *I am the Man in the Mirror! Identification and the influence of cultural stereotyping on post game play hostility*. Presented to the International Communication Association Annual Conference. San Francisco, CA. TOP PAPER

## **RESEARCH FUNDING - 2007 to Present**

### *Internal*

**Eastin, M.S.** (PI) & Brinson, N. (Co-PI) (2015) – Big Data & the Privacy Paradox. The University of Texas at Austin, *Center for Identity*. Funded at \$31,679.00

**Eastin, M.S.** (PI) (2012) – Simultaneous Media Consumption: At look at usage and advertising effects. Student Enrichment Grant. The University of Texas at Austin, Stan Richards School of Advertising & PR. Funded at \$5,800.00

Groat, C. (PI) **Eastin, M.S.** (Co-investigator) (2011) –Energy Institute Hydraulic Fracturing, The University of Texas at Austin, Funded at \$495,760.00. The UT Austin

grant had two Modules, Environmental Issues and Regulatory Response Review (Module 1) and Outlook for Unconventional Natural Gas and Oil (Module 2). I was a co-investigator with Dr. Ian Duncan and Suzanne Pierce on Module 1. The budget for this Module was \$295,760.00. In addition to the research costs, I funded two graduate students, a research assistant, one faculty research associate, and myself.

**Eastin, M.S.** (PI) (2009) – Video Game Play. The University of Texas Research Grant. Funded at \$6,000.00

**Eastin, M.S.** (PI) (2008) – Advertising and Video Game Play: An experimental design. Student Enrichment Grant. The University of Texas at Austin, Department of Advertising & PR. Funded at \$5,800.00

**Eastin, M.S.** (PI) (2007) – Consumer Behavior: Moving to a more accurate assessment of motivation. Reddick Fund Award. The University of Texas at Austin Research Award. Funded at \$3,300.00

#### *External*

**Eastin, M.S.** (Co-PI) & Alcorn, C. (Co-PI) (2016 – current) – Dallas, TX. Understanding the Hispanic Millennial Consumer. Ongoing and Funded by The Richards Group/LERMA Funded at \$15,900

**Eastin, M.S.** (Contracted) (2008-2015) – Service funding. Integrated Influencing Skills Program – Leveraging Persuasive Media. McCombs Executive Education Business School for ExxonMobil executives. This was an executive education program I worked on the curriculum and budget proposal submitted and accepted by ExxonMobil. My portion was funded at \$112,000.00.

**Eastin, M.S.** (Co-PI) (2011-2012) – Mobile Apps Usage in Texas and App Suggestions for TXDOT Integrated Campaigns: Funded by TxDOT. Funded at \$19,059.00. Isabella Cunningham (PI) led this grant through TxDOT.

**Eastin, M.S.** (Co-PI) (2010-2011) – TxDOT Brand Assessment and Media Use Report. Funded by TXDOT. Funded at \$31,697.00. Isabella Cunningham (PI) led this grant through TxDOT.

Herrell, B., (PI) **Eastin, M.S.**, (Co-PI) & Daugherty, T. (Co-PI) (2007). The ACTIVE Challenge. MacArthur Foundation Grant. NOT funded at \$250,049.35

#### **RESEARCH REPORTS – 2007 to Present**

**Eastin, M.S.**, Kahlor, L., Abi Ghannam, N.\* & Ching, M.\* (2012). Environmental Issues and Regulatory Response Review (2012). A Report Completed for the Energy Institute Hydraulic Fracturing Study. Energy Institute, The University of Texas at Austin.

**Eastin, M.S.**, Cicchirillo, V., Abi Ghannam, N.\*, & Rogers, C. (2012). Mobile Apps Usage in Texas and App Suggestions for TXDOT Integrated Campaigns: Task 5 Deliverables. A Report Prepared for the TxDOT Assessment Grant.

**Eastin, M.S.** & Cicchirillo, V.\* (2012). TxDOT Brand Assessment and Media Use Report, Task 10 Deliverables. A Report Prepared for the TxDOT Assessment Grant.

#### **AWARDS (other) 2007 – present.**

Business-to-Business (B2B) Analytics Fellowship

**INVITED EXTERNAL LECTURES –Available on Request**

**PROFESSIONAL EXPERIENCE/CONSULTING – Available on Request**

**ADMINISTRATIVE ACADEMIC SERVICE – 2007 to Present**

**Director, Stan Richards School of Advertising & Public Relations PhD Program.**

The University of Texas at Austin, Fall 2016 – current.

Budget Managed, 2017/2018: \$587,250.00

**Member, FRA/SRA Awards Committee (Appointed Position).** The University of Texas at Austin, Fall 2020

**Member, Graduate Curriculum Committee.** The University of Texas at Austin, Fall 2008 – current

**Member, Student Publications Committee (Appointed Position).** The University of Texas at Austin, Fall 2019 - current

**Member, Teaching Assistant Assignment Committee (Appointed Position)**  
The University of Texas at Austin, Fall 2018 - current

**Member, College Promotion and Tenure Committee (Elected Position).**  
The University of Texas at Austin, Fall 2018 – Fall 2019.

**Member, UT, Quantitative Reasoning Flag Committee (Appointed Position),**  
The University of Texas at Austin, Fall 2014 – Spring 2017

**Member, UT, Texas Media Executive Committee (Presidential Appointed Position),**  
The University of Texas at Austin, Fall 2014 – Spring 2017

**Chair, Two Tenure-track Faculty Search (Appointed Position)** The University of Texas at Austin, Spring 2015 - 2016

**Member, Association for Consumer Research, 2016**

**Member and Reviewer, National Communication Associate, 1997 –2015**

**Grant Review, Australian Science Foundation (FWF) – Spring 2015**

**Chair, UT General Faculty Admission and Registration Committee (Elected Position),**  
The University of Texas at Austin, Fall 2013 – Spring 2014

**General Faculty Council (Elected Position),** The University of Texas at Austin,  
Fall 2012 – Spring 2014

**Tenure Review, University of California at Irvine – Spring 2014**

**Tenure Review, West Virginia University – Fall 2014**

**Director, Advertising Media Lab, The University of Texas at Austin, Summer 2009 – Spring 2013**

**Member, Graduate Curriculum Committee.** The University of Texas at Austin,  
Fall 2008 – Summer 2011.

**Member, Graduate Committee (Elected Position),** The University of Texas at Austin,  
Fall 2008 - Summer 2009

**Chair, Faculty Research Committee,** The University of Texas at Austin, Fall 2007 – Summer 2008

**Member, Faculty Search Committee,** The University of Texas at Austin, Fall 2007 – Summer 2008

**Co-Director, Advertising Media Lab,** The University of Texas at Austin, Fall 2007 – Spring 2009

**Member and Reviewer, International Communication Associate, 1998-2008.**

**EDITORIAL BOARD(s)**

*Journal of Broadcasting & Electronic Media* (2005-current)  
*Communication Research* (2008-2017)  
*Journal of Computer-Mediated Communication* (2013-current)  
*Journal of Interactive Advertising* (2015-current)  
*I/S: A Journal of Law and Policy for the Information Society* (2004-2009)

**AD HOC REVIEWER**

*Australian Science Foundation* (2014)  
*Economic & Social Research Council (ESRC)* (2002)  
*Journal of Computer-Mediated Communication* (2004-2014)  
*Journal of Communication* (2012, 2013, 2015)  
*Journal of Interactive Advertising* (2014)  
*Human Communication Research* (2006, 2007, 2010)  
*Media Psychology* (2003-present)  
*Communication Research* (2006)  
*Asian Journal of Communication* (2006)  
*Advertising Division, AEJMC* (2006)  
*Journal of Broadcasting & Electronic Media* (2001-2006)  
*Parenting Science & Practice* (2005)  
*Communication and Technology Division, International Communication Association Convention* (2002, 2004)  
*Science, Technology, & Human Values* (2000)

**OTHER SERVICE TO PROFESSIONAL SOCIETY – 2007 to Present**

Interview (2016). Second Screen Media Use. Interview given to Intel IQ

Interview (2013). Media Violence. Interview given to FOX news of Austin, TX.

Interview (2013). Good Morning with Fred Cantu. Interview given to KVUE of Austin, TX.