

Southern Methodist University
6101 Bishop Blvd., Suite 1120, Dallas, TX 75275
214-768-4196

"Prof. Edwards is an excellent teacher. I have never seen a faculty member devote so much personal time to helping students with projects."

Interactive Advertising
SMU Student

"Your success in guiding the Department through the curriculum review and planning for the new curriculum followed by your careful and painstaking work as the curriculum moved to University review was nothing short of excellent."

Mary Alice Shaver
Professor and Chairperson
Department of Advertising
Michigan State University

Professional Profile

A noted scholar on persuasive communication in new media environments, my research explores feelings of intrusiveness and reactions of consumers to 3D interactive experiences online. Other research interests explore product placements, motivations for using the internet, and advertising in textbooks. I advocate for the profession of advertising and highlight socially responsible advertising on a web site I created called advirtues.com.

Along with foundation courses in consumer behavior and research methods, I teach evolving courses on customer engagement, social media marketing and interactive advertising.

I serve as Director of the Temerlin Advertising Institute, President of the SMU Faculty Senate, Editor of the *Journal of Interactive Advertising* and sit on the editorial review boards for the *Journal of Advertising*, *International Journal of Advertising*, *Journal of Current Issues and Research in Advertising*, and the *Journal of Marketing Communications*.

My most recent journal articles examine the impact of attitude accessibility on virtual product experiences published in the *International Journal of Advertising* and responses to cause-related marketing in India & the U.S.A. published in the *Journal of Business Research*. Other recent articles have examined the impact of negative information on the effectiveness of celebrity endorsers in the *Journal of Promotion Management*; media use patterns in China, Taiwan and the USA in the *Journal of Global Marketing*, and product placements in television in the *Journal of Advertising*.

Technology-related articles have examined 1) psychological reactance in response to pop-up ads in the *Journal of Advertising*, 2) internet adoption in the United States and Japan in the *Journal of Advertising Research*, 3) teens' use of the Internet and traditional media the *Journal of Advertising Research*, 4) the use of URL's in television advertising in the *Journal of Current Issues and Research in Advertising*, 5) the novelty of 3D product presentations online in the *Journal of Interactive Advertising*, 6) using role-taking to enhance online experiences in the *Journal of Current Issues and Research in Advertising*, and 7) the impact of computers on creativity in the *Creativity Research Journal*.

My research has been supported by the Media Research Club of Chicago, Freeload Press in Houston, Michigan State University, Nanyang Technological University in Singapore, Southern Methodist University, and the American Academy of Advertising.

Prior to positions in academia, I worked as a marketing research analyst at the *Press Enterprise* newspaper in Southern California.

Education

Doctor of Philosophy, Department of Advertising
University of Texas at Austin, 1998
Minor areas in Marketing, Research Methods, and Statistics

Master of Arts in Interdisciplinary Studies: Marketing and Psychology
California State University San Bernardino, 1994

Bachelor of Arts in Psychology, 1991
California State University San Bernardino

*More than 15 years
of university experience.*

*Professional experiences in
Business, Education, and Cultural
Exchange in the fields of Advertising,
Marketing, and Research provided a
basis for my future research and
teaching activities.*

University Employment

Southern Methodist University

Temerlin Advertising Institute

- **Director**, Temerlin Advertising Institute 2012 to present
- **Professor**, September 2010 to present
- **Associate Professor**, August 2007 to August 2010

Michigan State University

Department of Advertising, Public Relations, and Retailing

- **Associate Professor**, July 2004 to August 2007
- **Assistant Professor**, January 1999 to July 2004

Nanyang Technological University

School of Communications and Information

- **Senior Fellow**, July 2005 to December 2005

University of Texas at Austin

College of Communication

- **Research Assistant**, August 1996 to December 1998

Department of Advertising

- **Instructor**, August 1997 to December 1997
- **Teaching Assistant**, August 1995 to August 1996

California State University San Bernardino

Department of Psychology

- **Teaching Assistant**, August 1993 to June 1994
- **Research Assistant**, January 1993 to October 1994

Non-university Employment

The Press Enterprise Newspaper

Marketing Research Analyst, December 1994 to August 1995

- Supported the national advertising sales staff with primary and secondary research on the local market, so that advertisers could effectively target their customers.

Stewart Holt Advertising

Assistant to the Director of Client Services, September 1994 to December 1994

- Aided in the production of strategic marketing plans, including conducting market research, media scheduling, and interacting with clients. (Internship).

Muse Consulting, Inc.

Marketing Research Assistant, September 1993 to March 1994

- Participated in all aspects of marketing research as an intern. Created survey instruments allowing clients to identify their customers' concerns, wrote programs for analysis, and aided in the interpretation of the data.

*Application of my specialized
advertising knowledge
in a professional setting
allows me to stay current
and bring back relevant examples to
share with my students.*

San Bernardino Unified School District

Substitute Teacher (grades k-12), February 1992 to February 1994

- Provided children of all grades a productive learning experience ranging from advanced placement to remedial tutoring and special education. Classes included English, German, Algebra, History, and Woodshop.

COOP Switzerland

Distribution Clerk, June 1991 to October 1991

- Following the completion of my bachelor's degree, I was involved in a work/study program to experience another culture and improve my German speaking ability.

Consulting Activities

Virginia Cook Realty – Consulted on methods to increase the company presence in social media. Provided agent training in effective relationship building.

Freeload Press – Research consultant for new business Seeking to provide free advertising supported electronic text books.

Michigan State University Product Center - Marketing consultant bringing multiple agricultural products to market.

Irwin/McGraw Hill - Author of PowerPoint presentations to accompany the popular 7th edition of the text *Contemporary Advertising*, by Bill Arens.

Plato's Network - A start-up internet firm needed to assess the size of the market for the educational market in Michigan, the top ten states in the U.S. and the country as a whole.

Healthy University, Michigan State University - Developed a marketing plan to implement a comprehensive wellness program for the MSU community.

Associated Students of Michigan State University - Developed a qualitative research proposal to assess the future direction of the student organization on campus.

Professional Affiliations

- American Academy of Advertising
- American Marketing Association
- Association for Consumer Research
- Association for Education in Journalism and Mass Communication
- Society of Consumer Psychology

Edited Journals & Proceedings

1. Edwards, Steven M. (2011), Editor, *Proceedings of the American Academy of Advertising*.
2. Edwards, Steven M. (2011), Editor's Note: The Rise of Social Media as a Means of Persuasion. *Journal of Interactive Advertising*, 12(1), <http://jiad.org>
3. Edwards, Steven M. (2006), Editor's Note: Electronic Word-of-Mouth and its Relationship with Advertising, Marketing and Communication. *Journal of Interactive Advertising*, 6(2), <http://jiad.org>

Publications

1. Lee, Ki-Young, Hairong Li, and Steven M. Edwards (2012), "Psychological Processes of Virtual Experience: The Role of Attitude Accessibility and Attitude Confidence," *International Journal of Advertising*, 31(2), 377-396.
2. La Ferle, Carrie, Gayatri Kuber and Steven M. Edwards (2011), "Factors Impacting Responses to Cause-related Marketing in India & the U.S.A.: Novelty, Altruistic Motives and Company Origin," *Journal of Business Research*, in press.
3. La Ferle, Carrie, and Steven M. Edwards (2010), "Shifting Media Uses and Gratifications among Singaporean Teens & University Students: A Future Ripe for Mobile Applications," *Communicative Business Journal*, 2(July-Dec.), 33-57.
4. Edwards, Steven M., Jin Kyun Lee and Carrie La Ferle (2009), "Does Place Matter When Shopping Online? Perceptions of Similarity and Familiarity as Indicators of Psychological Distance," *Journal of Interactive Advertising*, 10(1), <http://jiad.org/article123>.
5. Edwards, Steven M. and Carrie La Ferle (2009), "Does Gender Impact the Perception of Negative Information Related to Celebrity Endorsements?" *Journal of Promotion Management*, 15, 23-36.
6. La Ferle, Carrie, Steven M. Edwards and Wei-Na Lee (2008), "Culture, Attitudes Toward Advertising and Media Patterns in China, Taiwan and the USA: The Balance of Standardization and Localization," *Journal of Global Marketing*, 21(3), 191-205.
7. Edwards, Steven M. (2007), "Motivations for Using the Internet and Its Implications for Internet Advertising," in David W. Schumann and Esther Thorson (eds.), *Internet Advertising: Theory and Research*, 2nd Edition, 91-120.
8. La Ferle, Carrie and Steven M. Edwards (2006), "Product Placement: How Brands Appear on Television," *Journal of Advertising*, 35(4), 65-86.
9. Lee, Eun Sun, Spencer F. Tinkham, and Steven M. Edwards (2005), "The Effect of Multidimensional Attitudinal Structure on Global Attitude toward the Advertisement and Purchase Intention: Utilitarian, Hedonic, and Interestingness Dimensions," *Proceedings of the American Academy of Advertising*, 58-66.
10. Edwards, Steven, Hairong Li and Joo-Hyun Lee (2004), "Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-Up Ads," in Marla R. Stafford and Ronald J. Faber (eds.), *Advertising, Promotion, and New Media*, 215-236.
11. Fico, Fred, John Richardson and Steven M. Edwards (2004), "The Hostile Media Phenomenon: Examining the Impact of Presentation Order on Perceptions of Story Credibility," *Mass Communication & Society*, 7(3), 301-318.
12. La Ferle, Carrie and Steven M. Edwards (2004), "Life Transitions Create Opportunities for Advertisers," *Proceedings of the American Academy of Advertising*, 162-169.

*More than thirty
peer-reviewed publications.*

13. Edwards, Steven M. and Carrie La Ferle (2003), "Consumer Role-taking: Enhancing the Online Experience," *Journal of Current Issues and Research in Advertising*, 25(2), 45-56.
14. Edwards, Steven M. and Carrie La Ferle (2003), "Trends of the American Academy of Advertising Conference Proceedings: 1983-2002," *Proceedings of the American Academy of Advertising*, 210-220.
15. Gangadharbatla, Harshavardhan, Hairong Li and Steven M. Edwards (2003), "Incentive Options for Effective Web-Based Data Collection: A Conjoint Analysis" *Proceedings of the American Academy of Advertising*, 229-238.
16. Edwards, Steven, Hairong Li and Joo-Hyun Lee (2002), "Forced Exposure and Psychological Reactance: The Perceived Intrusiveness of Rich Media Pop-Up Ads," *Journal of Advertising*, 31(3), 95-107.
17. La Ferle, Carrie, Steven M. Edwards, and Yutaka Mizuno (2002), "Internet Adoption in the United States and Japan: Cultural Considerations," *Journal of Advertising Research*, 42(2), 65-79.
18. Li, Hairong, Steven M. Edwards, and Joo-Hyun Lee (2002), "Measuring the Intrusiveness of Online Advertising: Scale Development and Validation," *Journal of Advertising*, 31(2) 38-47.
19. Edwards, Steven M. (2002), "Specialization in an Advertising Curriculum," *Journal of Advertising Education*, 6(1), 6-10.
20. Ahn, Euijin and Steven M. Edwards (2002), "The Value of Time and Banner Ad Click-through," presented at the conference of the *International Communication Association*. Available from the ICA Electronic Distribution Center http://www.icahdq.org/PaperDistributionList.html#_Toc424179767.
21. Edwards, Steven M. and Harshavardhan Gangadharbatla (2001), "The Novelty of 3D Product Presentations Online," *Journal of Interactive Advertising*, 2(1), available: <http://www.jiad.org/vol2/no1/edwards>
22. Edwards, Steven M. (2001), "The Technology Paradox: Efficiency Versus Creativity," *Creativity Research Journal*, 13(2), 221-228.
23. La Ferle, Carrie, Hairong Li and Steven M. Edwards (2001), "An Overview of Teenagers & Television Advertising in the United States," *The Gazette: The International Journal for Communication Studies*, 63(1), 7-24.
24. Edwards, Steven M. and Harshavardhan Gangadharbatla (2001), "The Effect of Novelty on 3D Product Presentations Online," proceedings of the *Network Minds: Experiential 3D E-Commerce*, Michigan State University, September 27-29, 2001.
25. Edwards, Steven M. and Carrie La Ferle (2000), "Cross Media Promotion of the Internet in Television Commercials," *Journal of Current Issues and Research in Advertising*, 22(1), 1-12.
26. La Ferle, Carrie, Steven M. Edwards and Wei-Na Lee (2000), "Teens' Use of Traditional Media and the Internet," *Journal of Advertising Research*, 40(3), 55-65.
27. La Ferle, Carrie and Steven M. Edwards (2000), "Understanding the Relationship Between Empathy and Emotion," *Society for Consumer Psychology*, 77-83.
28. Stout, Patricia A., Steven M. Edwards and Karen Whitehill-King (1999), "The Effect of Threat Appeals in Anti-Drinking and Driving PSA's: A Test of Protection Motivation Theory," *Proceedings of the American Academy of Advertising*, 62-69.

29. Bartholomew, John B., Steven M. Edwards, Britton W. Brewer, Judy L. Van Raalte, and Darwyn E. Linder (1998), "The Sports Inventory for Pain: A Confirmatory Factor Analysis," *Research Quarterly for Exercise and Sport*, 69(1), 24-29.
30. Stout, Patricia A., Steven M. Edwards and Pamela Rivero (1998), "Beyond Fear: Other Emotional Responses to Threatening Advertising Messages," *Proceedings of the American Academy of Advertising*, 68-76.
31. Rivero, Pamela R., Patricia A. Stout and Steven M. Edwards (1998), "Sex Differences and Affect Intensity in Advertising," *Society for Consumer Psychology*, 33-43.

Professional Publications (not peer reviewed)

- Edwards, Steven M (2011), "Advertising Gets No Respect!" in *Advertising & IMC: Principles and Practice*, 78.
- Edwards, Steven M. (2011), "A Call to Action for AAA's Members," in the *American Academy of Advertising's Newsletter*, June, 16.
- La Ferle, Carrie and Steven M. Edwards (2008), "Technological Advances Increase Consumer Power," in the *American Academy of Advertising's 50th Anniversary Newsletter*, March 2008, 98-99.

Grant Activity

- Edwards, Steve (2011), "Digital Retouching in Advertising," **Meadows School of Faculty Development Fund**, \$1500. Funded.
- Edwards, Steve (2008), "Critiquing the Advertising Profession," the **Meadows School of the Arts Summer Research Fund**, \$5000. Funded.
- Edwards, Steve (2008), "*Media Patterns for Singaporean Teens and Young Adults: Are Technologically Savvy Consumers Converging?*" Travel to the 2009 *Asia-Pacific American Academy of Advertising Conference*, Beijing, China. **University Research Council Grant Application**, \$3000. Funded.
- Edwards, Steve (2008), "*Media Patterns for Singaporean Teens and Young Adults: Are Technologically Savvy Consumers Converging?*" Travel to the 2009 *Asia-Pacific American Academy of Advertising Conference*, Beijing, China. **Meadows School of the Arts Faculty Development Fund**, \$3,800. Funded.
- Edwards, Steve (2008), "*Does Gender Impact the Perception of Negative Information Related to Celebrity Endorsers?*" Travel to the 2009 *American Academy of Advertising Conference*, Cincinnati, OH. **Meadows School of the Arts Faculty Development Fund**, \$925. Funded.
- Edwards, Steven M. (2007), "An Investigation of Textbook Advertising," Freeload Press. Funded, \$3,000.
- La Ferle, Carrie A. and Steven M. Edwards (2006), "New Technology use Among Singaporean Youth," Miracle Endowment - International Research Grant. Funded.
- La Ferle, Carrie A. and Steven M. Edwards (2006), "The Brand Image of a Nation: How Singapore is Viewed by Other Countries," Nanyang Technological University – School of Communication and Information research grant. Not funded.
- Edwards, Steven M. and Margaret Tan (2005), "Building Trust Online: Understanding Psychological Distance," Nanyang Technological University – School of Communication and Information research grant. Funded, \$5,000.

Active grant seeking activities including both university and government funding opportunities.

Edwards, Steven M (2002), "Role-Taking in New Media: Influences on Information Processing," Awarded a Michigan State University - Intramural Research Grant Program. Funded, \$42,900.

La Ferle, Carrie and Steven M. Edwards (2001), "Bypassing Consumers' Cognitive Defenses: Persuasion as Entertainment," Awarded an American Academy of Advertising Research Fellowship. Funded, \$2,480.

Edwards, Steven. M (2001), Michigan State University - Office of International Scholars Grant. Funded.

Edwards, Steven M. and Hairong Li (2000), "Antecedents and Consequences of the Perceived Intrusiveness of Rich Media Advertising: A Reactance Theory Perspective," Awarded an American Academy of Advertising Research Fellowship. Funded, \$2,500.

Papers Under Review

Edwards, Steven M., Carrie La Ferle and Gayatri Kuber (2012) working on Revision), "Factors Impacting American and Singaporean Responses to Cause-Related Marketing Campaigns," *International Journal of Advertising*.

La Ferle, Carrie and Steven M. Edwards, (2012 in revision), "The Potential Rise of the Interdependent Self in the American Landscape: Implications for Cause Related Marketing."

Lee, Eunsun, Steven M. Edwards and Carrie La Ferle (2012 under review), "Revisiting the Effect of Model's Race with Explicit and Implicit Attitude Measures," *Journal of Advertising*.

Current Research Projects

Edwards, Steven M. (Literature review and writing), "Public Virtue: Advertising, Society, and the Encouragement of Character."

Edwards, Steven M. (literature review and research design), "Critiquing the Advertising Profession."

Edwards, Steven M. and Don E. Shultz, (Data Collection) "Revisiting the Elaboration Likelihood Model in Advertising."

La Ferle, Carrie and Steven M. Edwards (Data Collection), "Airbrushing Models in Advertising: Public Opinion."

Edwards, Steven M. Carrie La Ferle (Data Collection), "Reaction to the Use of Disclaimers on Air-brushed images in Advertising."

An additional three completed research articles that should reach publication in 2012.

A solid pipeline of ongoing research and new projects that should continue to bear fruit for several years.

Conference Presentations

1. La Ferle, Carrie and Steven M. Edwards (2011), "A Comparison of Australian and American Consumer Perceptions of Using Digital Retouching (Airbrushing) of Models in Advertising" *Cross-Cultural Conference*, December 10-15, Kona, Hawaii.
2. La Ferle, Carrie and Steven M. Edwards (2011), "The Interdependent Self as a Target of Cause Related Marketing," paper to be presented at the *American Academy of Advertising Asia-Pacific Conference*, June 8-11, Brisbane, Australia.
3. Edwards, Steven M. (2011), "Advertising Education and Scholarship: What will Change, What will Endure? Invited panel member for a *Special Topics Session, American Academy of Advertising Conference*, April 7-10, Mesa, AZ.
4. La Ferle, Carrie and Steven M. Edwards (2010), "Re-touching Models in Advertising: Deceptive or Misleading and in Need of Warning Labels?" paper presented at the *American Academy of Advertising European Conference*, June 4-6, Milan, Italy.
5. Edwards, Steven M. (2010), "Persuasion Theories: How We Process Ads," Invited panel member for a *Special Topics Session, American Academy of Advertising Conference*, March 17-21, Minneapolis, MN.
6. La Ferle, Carrie and Steven M. Edwards (2009), "Factors Impacting Responses to Cause-Related Marketing in the U.S.A. & Singapore: Altruistic Motives, Donation Proximity and Company Origin," *Cross Cultural Research Conference*.
7. La Ferle, Carrie and Steve M. Edwards (2009), "Media Patterns for Singaporean Teens & Young Adults: Are These Technologically Savvy Consumers Converging?" paper presented at the *American Academy of Advertising Asia-Pacific Conference*, May 27-31, Beijing, China.
8. Edwards, Steve M. (2009), "Comparing and Contrasting Advertising Theories." Invited panel member for a *Special Topics Session, American Academy of Advertising Conference*, March 26-29, Cincinnati, OH.
9. Edwards, Steve M. and Carrie La Ferle (2009), "Does Gender Impact the Perception of Negative Information Related to Celebrity Endorsers?" Research paper presented at the *American Academy of Advertising Conference*, March 26-29, Cincinnati, OH.
10. Edwards, Steven M., Carrie La Ferle and Eunsun Lee (2008), "Revisiting the Effect of Model's Race with Explicit and Implicit Attitude Measures." Research paper presented at the *American Academy of Advertising Conference*, March 27-30, San Mateo, CA.
11. Edwards, Steve M. (2008), "The Big Picture – Advertising Today: A Social Institution." Special Topics presented at the 2008 *American Academy of Advertising Conference*, March 27-30, San Mateo, CA. (invited panel)
12. Edwards, Steve M. (2007), "Motivating Online Word-of-Mouth," Special Topics presented at the *American Academy of Advertising Conference*, April 12-15, Burlington, VT. (invited panel)
13. Edwards, Steven M., Carrie La Ferle, and Jin Kyun Lee (2006), "Psychological Distance in an Online Environment," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2006 proceedings, 217.
14. Lee, Eunsun, Teresa Mastin, and Steven M. Edwards (2006), "Revisiting the Effect of Models' Race on Attitudes in Advertisements," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2006 proceedings, 55.
15. Edwards, Steven M. (2005), "The Importance of M-commerce," presented at the *preconference of the American Academy of Advertising*.

Engaged in ongoing educational opportunities through presenting research at national and international conferences of professional organizations.

Conference Presentations, continued

16. La Ferle, Carrie, Wei-Na Lee, and Steven M. Edwards (2005), "To Standardize or to Localize? Media Use and Attitudes Toward Advertising in China, Taiwan and the United States," abstract published in the *Proceedings of the conference of the American Academy of Advertising in Hong Kong*.
17. Edwards, Steven M., Sameer Kothari, Young Joo Lee, and Ying Zhan (2004), "Should Advertisers Go with the Flow? Understanding Consumers' Capacity for Processing Online Advertising," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2004 proceedings.
18. La Ferle, Carrie and Steven M. Edwards (2004), "Life Transitions Create Opportunities for Advertisers," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2004 proceedings.
19. Gangadharbatla, Harshavardhan and Steven M. Edwards (2003), "Cyberbranding: The Role of Novelty in the Influence of Virtual Experiences on Brand Attitude" presented at the *Center for Brand Research conference, Branding & ReBranding in the Twenty-first Century*, Austin Texas May 7-9.
20. Ahn, Euijin and Steven M. Edwards (2002), "Does Size Really Matter? Effects of Banner Ads on Brand Attitude Versus Click-through," presented at the conference of the *American Academy of Advertising*. Abstract published in the 2002 proceedings, 8.
21. Lee, Joo-Hyun and Steven M. Edwards (2002), "The Blame Game: The Moderating Role of Attribution between Self-efficacy and Performance on Attitude Toward Internet Sites," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2002 proceedings, 98.
22. Edwards, Steven M. (2001), "Advertising Programs Around the World," presented at the conference of the *American Academy of Advertising - Asia Pacific*. Abstract published in the 2001 proceedings, 146.
23. Li, Hairong, Steven M. Edwards, and Joo-Hyun Lee (2001), "Measuring the Perceived Intrusiveness of Internet Advertising: Scale Development and Validation," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2001 proceedings, 25.
24. Edwards, Steven M. and Carrie La Ferle (2001), "Role-taking and Empathic Processing in a Computer-Based Environment," presented at the winter conference of the *Society for Consumer Psychology*. Abstract published in the 2001 proceedings, 17.
25. Edwards, Steven M. and Carrie La Ferle (2000), "Empathy Based Persuasion: Flow and Telepresence as Experiential Aspects of Cyberspace," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2000 proceedings, 232.
26. La Ferle, Carrie and Steven M. Edwards (2000), "Reciprocal Promotions," presented at the *conference of the American Academy of Advertising*. Abstract published in the 2000 proceedings, 53.
27. Edwards, Steven M. (1999), "New Concepts for Internet and WWW Understanding," presented at the *conference of the American Academy of Advertising*. Abstract published in the 1999 proceedings, 282.
28. Edwards, Steven M., Carrie La Ferle, Robyn Tangum and Wei-Na Lee (1999), "Media Use Among Teens: The Internet as New Kid on the Block," presented at the *conference of the American Academy of Advertising*. Abstract published in the 1999 proceedings, 183.
29. La Ferle, Carrie A. and Steven M. Edwards (1999), "Life Changes, Identity, and Consumer Possessions," presented at the *conference of the Society for Consumer Psychology*. Abstract published in the 1999 proceedings, 71.

Conference Presentations, continued

30. Edwards, Steven M. and Carrie A. La Ferle (1998), "Cross Media Promotion of Internet Sites in Television Advertisements," presented at the *conference of the American Academy of Advertising*. Abstract published in the 1998 proceedings.
31. Edwards, Steven M. (1998), "Computers and Creativity: The Technology Paradox," presentation at the 1998 University of Texas Graduate and Professional Student Research Symposium.
32. Edwards, Steven M. and Carrie A. La Ferle (1997), "Ethnic Attitudes Toward Direct Response Advertising," presented during the poster session at the *conference of the Association for Consumer Research* in Denver, October, 1997. Abstract published in the 1997 proceedings.
33. Stout, Patricia A., Steven M. Edwards and Karen Whitehill-King (1997), "The Role of Message Variables and Individual Differences in the Use of Fear Appeals: The Case of Drinking and Driving," presented during the poster session at the *conference of the Association for Consumer Research* in Denver, October, 1997. Abstract published in the 1997 proceedings.
34. Edwards, Steven M. and Carrie A. La Ferle (1997), "Direct Response Advertising: Does Ethnicity Matter?" presented at the *conference of the International Trade and Finance Association*, Porto, Portugal, May 1997.
35. Tucker, Elizabeth M., Patricia A. Alvey, Jane Mulligan and Steven M. Edwards (1997), "A Report on Outdoor: Current Research into the Factors of Effective Outdoor Advertising Campaigns," presented at the *conference of the American Academy of Advertising*. Abstract published in the 1997 proceedings.

Personal Enrichment of Teaching at Southern Methodist University

2009

Seminar Attendee, “17th Annual Teaching Effectiveness Symposium,” Center for Teaching Excellence. (August 20, 2009).

Roundtable Presenter - “Incorporating Undergraduate Research into Faculty Research and the Classroom Experience: Feasibility and Limitations,” Center for Teaching Excellence. (March 23, 2009). I discussed the possibilities and limitations of both types of student research activities.

Roundtable Attendee, “Engaging 21st Century Students: A Range of Interactive Options to Enhance Your Classroom,” Center for Teaching Excellence. (February 2, 2009). Panel members demonstrated how they use a wide range of interactive classroom techniques to effectively reach students and achieve a variety of both standard and domain specific learning objectives.

2008

Workshop Attendee, “Fair Hiring Practices,” Institutional Access and Equity. (October 30, 2008).
Provide training on fair hiring practices at SMU.

Seminar Attendee, “16th Annual Teaching Effectiveness Symposium,” Center for Teaching Excellence. (August 22, 2008). Described methods by which teaching may be enhanced.

Seminar Attendee, “The Psychology of Today's College Student: Generation Me in the Classroom,” Annette Caldwell Simmons School of Education and the Office of Student Affairs, Dallas, TX, USA. (March 24, 2008). Provided insight into today's college students, their attitudes and entitlements, and how they learn.

2007

Seminar Attendee, “15th Annual Teaching Effectiveness Symposium,” Center for Teaching Excellence. (August 20, 2007). Described methods by which teaching may be enhanced.

Tutorial Attendee, “SMU New Faculty Sexual Harassment Orientation,” SMU. (October 20, 2007).
Sexual Harassment Orientation for new faculty.

Workshop Attendee, “What the Best College Teachers Do,” Dean Bowen. (August 28, 2007).
Read and discussed the book to discover best practices for college teachers.

Courses Taught at Southern Methodist University

Semester and Year	Course Number	Course Title	Number of Students
Fall 2011	ADV 4399	Campaigns	8
	ADV 6317	Theories of Persuasion	9
Summer 2011	ADV 2174	Survey of Advertising	18
Spring 2011	ADV 5303	Social Media Marketing	12
Fall 2010	ADV 5303	Social Media Marketing	11
	ADV 6317	Theories of Persuasion	19
Summer 2010	ADV2174	Survey of Advertising	10
Spring 2010	ADV 5303	Social Media Marketing	11
	ADV 6320	Message Delivery & Engagement Systems	9
	ADV 6392	Graduate Advertising Research	5
Fall 2009	ADV 4318	Interactive Advertising	17
	ADV 6317	Theories of Persuasion	19
Spring 2009	ADV 3393	Advertising Research	11
	ADV 4318	Interactive Advertising	8
	ADV 5301	Social Media Marketing	14
Fall 2008	ADV 3393	Advertising Research	16
	ADV 4318	Interactive Advertising	17
Summer 2008	ADV 5303	Persuasion through Social Networking	6
Spring 2008	ADV 4399	Advertising Campaigns	9
	ADV 5302	Interactive Advertising	12
Fall 2007	ADV 4399	Advertising Campaigns	18
	ADV 5302	Interactive Advertising	15

Student Evaluations of Teaching Effectiveness – Michigan State University

Semester and Year	Course Title	Instructor Involvement	Student Interest	Student/Instructor Interaction	Course Demands	Course Organization	Number of Students
Spring 2007	Consumer Behavior	1.93	2.33	2.17	2.42	2.00	88
	Graduate Research	1.81	1.62	1.50	2.16	2.01	21
Fall 2006	Interactive Advertising	1.75	1.69	1.89	2.21	1.90	23
	Graduate Research	1.82	1.95	1.78	2.15	2.14	24
Summer 2006	Interactive Advertising	1.42	1.94	1.75	2.37	2.25	7
Spring 2006	Consumer Behavior	1.66	2.04	1.74	1.95	1.82	88
	Graduate Research	2.31	2.20	1.93	2.41	2.64	21
Fall 2005	Sabbatical	No Evaluations Collected					
Summer 2005	Interactive Advertising	1.83	1.75	1.75	2.14	2.03	18
Spring 2005	Interactive Advertising	1.47	1.53	1.76	1.94	1.60	25
	Graduate Research	2.11	2.07	1.91	2.41	2.62	14
Fall 2004	Interactive Advertising	1.58	1.58	1.66	1.78	1.60	21
	Consumer Behavior	1.60	2.09	1.67	2.12	1.80	79
Summer 2004	Interactive Advertising	1.65	1.56	1.72	2.15	1.93	25
Spring 2004	Consumer Behavior	1.77	2.15	1.89	2.14	1.85	265
	Graduate Research	1.94	2.01	1.71	2.42	2.11	22
Fall 2003	Interactive Advertising	1.73	1.74	2.03	2.21	2.12	27
	Graduate Research	2.22	1.79	2.07	2.36	2.32	8
Summer 2003	Principles	1.57	2.01	1.71	2.08	1.78	65
Spring 2003	Consumer Behavior	1.84	2.27	1.85	2.05	1.82	135
	Graduate Research	1.75	1.63	1.70	1.97	1.98	20
Fall 2002	Interactive Advertising	1.87	1.43	2.04	2.39	2.37	21
	Graduate Research	2.19	1.80	1.73	2.74	2.42	22
Spring 2002	Consumer Behavior	1.73	2.23	1.81	2.39	1.97	40
	Graduate Research	1.77	1.90	1.87	2.12	2.05	14
Fall 2001	Consumer Behavior	2.43	2.56	1.98	2.59	2.50	38
	Graduate Research	2.26	2.30	1.86	2.63	2.35	27
Summer 2001	Principles	1.93	2.32	1.86	2.43	2.05	49
	Interactive Advertising	No Evaluations Collected					
Spring 2001	Consumer Behavior	2.15	2.13	1.74	2.44	2.28	40
	Graduate Research	2.83	2.43	2.53	3.06	2.99	26
Fall 2000	Consumer Behavior	2.39	2.48	1.92	2.75	2.47	45
	Graduate Research	1.92	1.93	1.77	2.29	2.21	18
Summer 2000	Principles	2.12	2.24	1.86	2.61	2.11	48
Spring 2000	Principles	2.11	2.48	2.16	2.59	2.13	149
	Graduate Research	2.25	1.97	1.94	2.45	2.14	17
Fall 1999	Consumer Behavior	2.52	2.48	2.21	2.73	2.42	16
	Graduate Research	No Evaluations Collected					
Spring 1999	Principles	1.88	2.34	1.76	2.25	1.92	102
	Graduate Research	1.55	1.84	1.44	1.82	1.79	19
Average		1.94	2.02	1.86	2.32	2.12	N = 1738

1 = Superior 5 = Inferior

Major Professional Service Activities

Editorial Review Boards

1. *Journal of Advertising*
2. *Journal of Interactive Advertising*, Associate Editor
3. *International Journal of Advertising*
4. *Journal of Current Issues and Research In Advertising*
5. *Journal of Marketing Communications*

American Academy of Advertising

1. Vice-President, 2010-2011
2. Secretary of the Executive Committee, 2008
3. Chair, 2005 Pre-conference. *Moving Targets: Advertising and M- Commerce*
4. Research Committee, 2003-2007

External Reviewer for Promotion and Tenure

1. Associate Professor, *Nanyang Technological University*, 2008
2. Reappointment to Associate Professor, *Nanyang Technological University*, 2007
3. Associate Professor, *University of Texas El Paso*, 2005

Academic Journal and Conference Reviews

Journal or Conference Name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<i>Journal of Advertising</i>	1	2	1	3	4		2	3	5	5
<i>Journal of Interactive Advertising</i>		1	1		4		1	1	2	5
<i>American Academy of Advertising (+Special Topics)</i>	3	2+2	2		2+2	3	2+2	1+2	3	4
<i>American Academy of Advertising – Asia Pacific</i>	4		2		2		2		2	2
<i>International Journal of Advertising</i>										3
<i>Current Issues and Research in Advertising</i>										3
<i>Journal of Marketing Communications</i>										3
Ad Hoc Reviewing										
<i>Association for Consumer Research</i>	3	3								
<i>Society for Consumer Psychology (+Special Topics)</i>		2+2		2						
<i>Journal of Business Research</i>	1									
<i>International Journal of Psychology</i>				1						
<i>International Journal of Internet Marketing</i>				1						
<i>Asian Journal of Communication</i>						1				
<i>Psychology of Marketing</i>							1			
<i>AEJMC Conference</i>									2	
<i>American Journal of Media Psychology</i>									1	
<i>International Journal of Media Management</i>									1	
<i>CyberPsychology and Behavior</i>										1
Yearly Totals	12	14	6	7	14	4*	10	7	16	23

*on sabbatical.

Internal Service at Southern Methodist University

University

- Faculty Senate President (Elect) 2012-2013
- Co-Chair, SMU United Way Campaign 2011- 2013
- Retirement Plans Advisory Council 2011- present
- Faculty Senate 2009 - present
- Center for Teaching Excellence, Involving undergraduates in Research – Presenter 2009
- University Committee on Benefits 2008 - present
- Mustang Monday - recruiting lunch with prospective SMU students 2007 - 2009

Meadows School of the Arts

- Dean's Tenure and Promotion Committee 2010 - 2011
- Dean's Advisory Committee 2009 - 2011
- Academic Policies Committee 2007 - 2009
- Interdisciplinary Faculty Search Committee 2008 - 2009
- Technology Committee 2009 - 2009
- Interdisciplinary Learning Community on Emerging Media 2008

Temerlin Advertising Institute

- Chair, Faculty Search Committee 2011 - 2012
- Faculty Mentor – Hye Jin Yoon 2010 - present
- Graduate Curriculum revision 2010
- Undergraduate Curriculum revision 2009-
- Tenure Committee – Kartik Pashupati 2009 - 2010
- Chair, Faculty Search Committee 2009 - 2010
- Chair, Faculty Search Committee 2008 - 2009
- Graduate Admissions Committee 2008 - present
- Development of SACS assessment rubrics 2008
- Chair, 3 Year Review Committee – Glenn Griffin 2007 - 2008
- Chair, TAI Graduate Program Curriculum Committee 2007 - 2008
- Undergraduate Admissions Committee 2007 - present
- Promotion and Tenure Criteria Development Committee 2007